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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XX. NEW YORK, JULY 28, 1897. NO. 4.

Books Open To All!

The Big Boom Expected this Fall!

PLANS are already being marked out for the advertising campaign of the Autumn and Winter.

The Philadelphia Record

is, of course, on your preferred list. If not, why not? Let us know the reason.

We can give you absolute proofs of THE RECORD'S immense advantages as a profitable medium — or you can interrogate any leading advertiser. We even prefer that you should.

Shall we send you our rates?

Average Circulation in 1896: Daily Edition, *170,402* Sunday Edition, *124,234*

THE RECORD PUBLISHING COMPANY, Philadelphia.

A souvenir of our Anniversary Edition is free for the asking.



Attractive and Interesting

Always are the columns of the local weekly to its own townspeople.

Every line of that paper is attentively read.

Whatever other publications may be purchased from time to time, that one paper is regularly subscribed for and carefully studied every week.

Every member of the family must and does know its contents, advertising as well as reading matter.

The local weekly is original, it stands alone.

Nothing can take its place.

1,600 local family publications compose the Atlantic Coast Lists.
Located in the New England, Middle and Atlantic Slope States.
Arranged to cover sections or all this territory.
One order, one electro does the business.
Catalogue and estimate for the asking.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1882.

Vol. XX. NEW YORK, JULY 28, 1897. No. 4.

THE SPECIAL AGENTS' ORGAN.

TO TELL THE CIRCULATION IS SUICIDAL, AND MUST NOT BE DONE.

The *National Advertiser*, a New York weekly, is said to be owned, edited and controlled by certain New York special agents, some of whom are, quite naturally, very much opposed to any system that tends to make known the actual editions of the papers they represent. In the issue for June 22 space is given to a legal opinion to the effect that:

A newspaper directory must tell the truth, and may be sued for libel by any publisher who is injured by misstatements of circulation.

The compiler of the article referred to appears to have had the American Newspaper Directory in mind and begins with the statement:

The question of the liability of a newspaper directory for its statements of circulation has never been decided by an authoritative tribunal like the New York Court of Appeals.

It is a curious and significant fact that in the case of the American Newspaper Directory its publishers, during the twenty-nine years of its publication, have not once been called upon to defend themselves in any court.

Is a willful misstatement in a directory a ground for a libel suit?

asks the *National Advertiser*, and then goes on to state:

In the absence of a judicial utterance, the *National Advertiser* sought an opinion from Messrs. Whitman, Fitzgerald & Ives, who hold a high rank at the New York bar.

These gentlemen are reported to have arrived at the following conclusions:

As a general rule, the proprietors of an agency engaged in collecting and publishing for circulation among all its patrons information as to standing and financial credit of merchants and traders are liable for a false report thus disseminated injurious to the credit of the subject of it, although made in good faith and upon information deemed reliable. Even though the communication was in cipher, understood only by the subscribers to the agency, the liability of the agency is not affected thereby.

Any written words are libelous which are false of themselves and intentionally false, and which have a tendency to injure the subject of them in his office, profession, calling or trade.

The fact that the publisher of said statement was not aware of its falsity is no defense. He is supposed to know that statements published are true, and he is clearly liable for their falsity, even though the wrong complained of was unintentional on his part. The fact that newspapers forbade any publication with regard to their circulation would aggravate the wrong, providing such publication was made and the falsity of such publication clearly shown.

As to the question of privileged communication, it has been held in New York that a false and injurious report of a merchant's standing, generally distributed by circular, is not a privileged communication. A communication is privileged only within the rule when made by one party directly to another person who is interested as a creditor, and when made in good faith.

At this point the article seems to indicate that the *National Advertiser* people had imposed upon their counsel the false impression that such a case concerning a newspaper directory had at some time been tried; for the alleged Messrs. Whitman, Fitzgerald & Ives now proceed to say:

We have been unable to find a decision of the Court of Appeals of this State involving the exact facts as stated above. Plainly this case has not been before the court of last resort in this State, but the analogy clearly defined between the cases already decided and the statement of facts above, leads us to the opinion that such publication is unquestionably actionable.

And at this point the intelligent counsel consulted seems to have hit upon the gist of the matter, and says:

But in order to recover a substantial verdict it would be necessary to show substantial damages or injury as a result of such publication.

It is at this point that the newspaper publisher who thinks of suing the directory publisher meets with the obstacle which in the case of the American Newspaper Directory none has ever been able to get over. The publisher of the paper must prove that he has suffered SUBSTANTIAL DAMAGES as a result of the publication in the directory of which he complains. The stronger proof he adduces (showing how much he was damaged) the more he establishes and advertises the char-

acter, the influence, the standing of the directory. The success of the newspaper publisher in gaining a suit for damages would be the still greater success for the directory publisher in making known that great repute for accuracy and fairness that had resulted in making the "one" false statement so very damaging, for without a good repute its power to damage would be small.

The *National Advertiser*, after publishing the opinion of counsel as given above, says:

This opinion should be carefully studied by publishers who are importuned to give detailed information to a directory.

Then the *National Advertiser* adds:

Many publishers, for perfectly good reasons, object to furnishing detailed statements of circulation. They are willing to give figures in more concise form, but they expect those figures to be published without pruning and blue-penciling. To analyze the figures; to discount them, if necessary, is the business of the advertiser. He is better able to know whether the statement is a lie than the directory editor is. The editor sits in his office week in and week out. The advertiser himself travels or hires salesmen who do. They know the conditions of trade in many cities. They know the classes to which the various papers appeal. They are in a position to judge whether the circulation figures of a particular paper are probably exaggerated.

It will be noted that the advertiser who has so much information and such excellent facilities for gaining more is not in need of the Directory. Yet the well-informed advertiser, with best facilities, is the first to purchase the book. He is so well informed that he is able to estimate the assistance of the book to him at its true value. There is no large general advertiser who does not buy every issue of the American Newspaper Directory.

The *National Advertiser* proceeds to say:

A newspaper directory ceases to be valuable when the editor concerns himself with opinions and inferences. Let him furnish unbiased facts if he can. If he can't, let him shut up shop. A directory in which a paper's rating varies with the amount of advertising that paper gives it is a blackmailing scheme.

But advertisers find *such* opinions and inferences valuable. In the absence of accessible facts the opinion or inferences of the Directory editor are worth something. Blackmailing schemes are despicable always; but blackmailing is oftenest charged or hinted at by such persons as would be blackmailers if they saw a way.

The special agents' organ now proceeds to unveil the object of its article:

The point to be emphasized is, that a publisher is under no obligation to furnish any detailed circulation figures at all.

In the same paragraph the special agents' organ unveils the hopelessness of its case:

If the directory guesses at the facts, *and guesses wrongly*, it is liable for any damage that may follow.

"And guesses wrongly"; there is the rub. Who would obtain damages from a directory publisher for a wrong circulation rating must show that the rating was wrong. To do this it must be shown what the circulation was in fact, and to show this the man who will not tell is powerless. If he decides to tell, then his case against the Directory falls to the ground, for his true statement is all that the editor of the Directory desires. Such a statement is always accepted.

THE COUNTRY NEWSPAPER.

The country newspaper of to-day is vastly superior to that of a few years ago on account of the introduction of what is known as "plate matter" and "patent insides." The former is prepared in large cities by concerns generally known as newspaper unions, that make a business of editing and compiling late news matter from the metropolitan dailies, putting it into plate form, column width, and forwarding the plates to their various subscribers, who are generally publishers of papers of small circulation. These plates, when received, are arranged according to the peculiarities and make-up of the particular journals receiving them, and are used in lieu of type set at the place of publication. "Patent insides," so-called, are sheets printed on one side only, local matter being set and printed at the office of publication. By this method of securing news small country publishers are enabled to have the benefit of the exchanges of the world, and at less expense than the composition alone would amount to in their own offices.—*Self-Culture.*



THE RED BANK REGISTER CASE.

A BOSTON CRITIC GIVES HIS VIEWS AS TO WHY THE ADVERTISING DID NOT PAY BETTER.

Criticism is always dangerous, and particularly so when not based upon actual and practical knowledge. However, I am tempted to offer a few criticisms and suggestions on the case of the Red Bank *Register*, reported by John H. Cook in PRINTERS' INK for July 14. Such criticisms as I have to make are made altogether from the standpoint of one who is interested in the study of advertising for the purpose of finding out how to make advertising in any given line yield paying results, and not from the standpoint of one who can speak with knowledge obtained by actual experience in similar cases.

In the case of the *Register* we start out with the admitted fact that the advertising done did not give the direct desired results. The problem is to find the weak point, if there was one, and to point out some method which would have given results that would have justified the expenditure and made continuance of the advertising advisable.

My chief criticism of the advertisements used is that they lacked the quality of specificness. They were too general. They stated nothing about the Red Bank *Register* that could not be stated about hundreds of other papers, and perhaps about the *Register's* competitors. There was nothing in any of them to make one particularly anxious to buy a *Register*.

Another weakness was that they did not state the price of single issues, except to say that at the yearly rate the paper cost "less than three cents a week." The ads tried to do too much, and were written without remembering that subscription lists can best be built up by working first for buyers of single copies, then among these for regular subscribers.

I do not believe that a series of paying advertisements for the Red Bank *Register*, or for any other *Register* in any other town than Red Bank, can be successfully written by any one out of constant touch with the paper advertised.

For all country papers.

John Jones
wants an office!

He's announced his candidacy for county commissioner, and is making plans to get the Republican nomination.

The RED BANK REGISTER is against him

and tells why in this week's issue.

3 Cents at all news-stands.

For Fair Haven paper.

James Morgan's New House

is going to be one of the finest in Fair Haven. A full description in this week's

RED BANK REGISTER.

3 Cents at all news-stands.

For Oceanport paper.

The Oceanport Nine.....

The men who make up Monmouth County's victorious team. How they win games. Chances in contests to come. Rival nines considered. A story of interest to every lover of baseball in this week's

RED BANK REGISTER.

3 Cents at all news-stands.

For Keansburg paper.

The Gett-Wedd Wedding....

Accurate list of the guests present. Complete descriptions of gowns worn. To be found in this week's

RED BANK REGISTER.....

3 Cents at all news-stands.

I do not mean this as a reflection upon expert adwriters, as I believe that the services of the expert are oftentimes more valuable in pointing out to an advertiser the correct way to advertise successfully than in doing the work of actual writing. The *Register*, in my opinion, did wisely in contracting for space through an agency, but the matter to fill the space should not have been sent out in stereotypes, but should have been sent out fresh each week, and in as many cases as possible different matter for each paper used.

To illustrate, I give, on the preceding page, four sample ads of the kind I believe would have paid.

Advertisements after the fashion of these would tell the people of Monmouth County something specific about the Red Bank *Register*, and would, I believe, help increase sales. As I have said before, I have no experience to sustain my ideas, but I remember that as a boy I begged a present of a subscription to a paper which announced that it would print a series of articles on topics in which I was interested. The great daily papers build up their Sunday issues by advertising special features, and the *Ladies' Home Journal* probably owes its great circulation, in large part, to the way in which it advertises, not its general excellence, but the separate articles which go to make up and sustain the reputation it has won. If enterprising country publishers will take the time to read and consider newspaper and magazine advertisements that give paying results, they will learn the value of specific announcements and be able to advertise their own papers in a way that will build up circulations.

JOHN CUTLER.

CAUSES OF BUSINESS FAILURES.

Of the whole number of business failures the Bradstreet company assign the following causes to the proportions stated, viz.:

Incompetence	16.4 per cent.
Inexperience	6.1 per cent.
Lack of capital	33.5 per cent.
Unwise credits	4.7 per cent.
Speculation (outside)	1.2 per cent.
Neglect of business	3.2 per cent.
Extravagance	1.3 per cent.
Fraudulent disposition	7.4 per cent.
Disaster (commercial crisis)	22.3 per cent.
Failures of others	2.9 per cent.
Undue competition	1.2 per cent.

GADZOOKS—I bought a magazine on the train to-day which numbered 200 pages.

Zounds—That is an extra large size for a magazine. You must have found at least twenty or thirty pages of reading matter in it.—*New York Tribune.*

IMPORTANCE OF TRADE-MARKS.

Originality in devising trade-marks is necessarily something of commercial value. It may seem very easy to the average mind to deliberately coin a title or devise a symbol which will be novel, original and attractive; but to those trade-mark owners whose business it is to attempt the coining of new trade-marks the subject is one which involves endless difficulties and is bordered with great perplexities. This is evidenced by the fact that leading firms very often advertise large and valuable premiums for novel ideas in this direction, and it is amusing to look over the large number of suggestions which are forwarded in response to advertisements of this character, and to find how very few of them really fill the bill.

In the first place, in the devising of a trade-mark care must be exercised to respect the legal requirements of trade-mark law. That is to say, the trade-mark must not be deceptive or misleading, and it also must not be descriptive of kind, quality or origin. Having surmounted these fundamental difficulties, we next come to the practical consideration of what is required by the business wants of the particular article which is to be made the subject of the proposed trade-mark. The mark must first of all, be original, and not imitative of another person's mark used for the same class of merchandise; it must be attractive, so that it will readily catch the eye and attract attention; it must be simple, so that it may be remembered and carried in the mind of the public; it should, by suggestion or innuendo, advertise and praise the article which is to be sold under it, and it finally should be of such a character as to insure its permanent stability. There are many titles or devices which might have a present popular application, but which, from the very nature of things, would be ephemeral and transitory in regard to continued use.

A reading of the foregoing resume of the qualifications of a proper trade-mark should serve to convince the novice that the getting out of a new trade-mark is not such a very easy matter after all.—*Shoe and Leather Facts.*

HER DESTINATION.

Floorwalker (in New York department store)—Where would you like to go, madam?

Bewildered Shopper—Back to New York.—*Truth.*

THE CIRCULATION

OF

The Sun

in New York
is double that of the *Herald*, and
far above the combined
circulations of the *Herald*, the
Times and the *Tribune*.

The Sun's

CIRCULATION

has now for several months been
at the highest level it
has enjoyed in 15 years, or
since the period
in which it was the only 2-cent
newspaper printed in
New York.

CATCH PHRASES.

The June number of *Fashions*, New York, offered a prize of $10 for the best list of catch phrases used in well-known advertisements. The prize has been divided between Miss Emily Starr, Indianapolis, Ind., and Mrs. S. J. Herben, Roseville, N. J., whose lists contained the most of the following model prepared by the judges:

1. You press the button, we do the rest. (Kodak.)
2. See that hump? (De Long's Hook and Eye.)
3. Children cry for it. (Castoria.)
4. It floats. (Ivory Soap.)
5. Used every week-day, brings rest on Sunday. (Sapolio.)
6. Jones, he pays the freight. (Jones' Scales.)
7. For that tired feeling. (Hood's Sarsaparilla.)
8. I want some more. (H-O.)
9. Costs a little more, but—— (Ferris' Hams.)
10. Good morning; have you used Pears' Soap?
11. The kind mother used to make. (New England Mince Meat.)
12. Pill after pie. (Ayer's Pills.)
13. Costs less than one cent a cup. (Baker's Cocoa.)
14. Pigs in clover. (Cottolene.)
15. Lasts as long as the skirt. (S. H. & M. Dress Bindings.)
16. Built like a watch. (Sterling Bicycle.)
17. Hear it snap. (Ball and Socket Fastener.)
18. Crescents sky high. (Crescent Bicycles.)
19. It's easy to dye. (Diamond Dyes.)
20. "My mamma used Wool Soap." "I wish mine had."
21. I'se in town, honey. (Aunt Jemima's Pancake Flour.)
22. It's all in the edge. (Christy Bread Knife.)
23. Cures while you sleep. (Pillow Inhaler.)
24. Meet me at the fountain. (Siegel, Cooper & Co.)
25. If you see it in the *Sun*, it's so. (New York *Sun*.)
26. A cent, sent Bent. (Geo. P. Bent.)
27. Can't get it off. (Onyx Fast Black.)
28. Built on honor. (Warwick Cycle.)
29. Never since Adam dug. (Peter Henderson & Co.)
30. Don't be a button presser. (*Photographic Times*.)
31. A new era in bookselling. (Brentano's.)
32. Wanted—an idea. (John Wedderburn & Co.)
33. Hurd's name on the box. (Geo. B. Hurd & Co.)
34. Has the strength of Gibraltar. (Prudential Insurance Co.)
35. Too good for bread. (Sweet Clover Flour.)
36. A clean nation has ever been a strong nation. (Sapolio.)
37. 99 44-100 per cent pure. (Ivory Soap.)
38. That's my Washburn. (Lyon & Healy.)
39. All the news that's fit to print. (N. Y. *Times*).
40. Burpee's seeds grow. (W. Atlee Burpee & Co.)
41. They make the waist an inch smaller. (Ever Ready Dress Stay.)
42. Pure and sure. (Cleveland's Baking Powder.)
43. He won't be happy till he gets it. (Pears' Soap.)
44. Bottled vigor. (O-H Malt.)
45. Victors set the pace. (Victor Bicycle.)
46. Keeping everlastingly at it brings success. (N. W. Ayer & Sons.)
47. Skins on fire. (Cuticura.)
48. Whose face is this? (Woodbury.)
49. $100 to all alike. (Columbia Bicycle.)
50. How to be beautiful. (Madame Ruppert.)
51. Absolutely pure. (Royal Baking Powder.)
52. Get a Regal on. (Regal Shoe.)
53. Yours for health. (Lydia Pinkham.)
54. The beer that made Milwaukee famous. (Schlitz.)
55. Used your soap three years ago—have not used any other since. (Packer's Tar Soap.)
56. We are advertised by our loving friends. (Mellin's Food.)
57. Hanks yanks teeth. (Hanks Dental Institute.)
58. Which wins? (Adams' Tutti Frutti Chewing Gum.)
59. They have a tone that's all their own. New Departure Bicycle Bells.)
60. Millions use Pearline.
61. On a felt footing. (Alfred Dolge's Felt Shoes.)
62. Don't tobacco-spit and smoke your life away. (No-to-bac Remedy.)
63. It beats the Dutch. (Phillip's Cocoa.)
64. In every Methodist pew. (Methodist Hymnal.)
65. Easy to play—easy to buy. (Autoharp.)
66. Out of paper? (Samuel Ward & Co.)
67. It's in the twist. (Cupid Hair Pins.)
68. Do you wear pants? (Plymouth Rock Pants Co.)
69. Don't be a clam. (Frank Siddall's Soap.)
70. It gives vim and bounce. (Pabst Malt Extract.)

JUST THE THING.

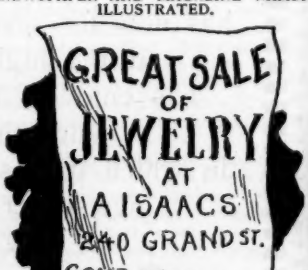
Author—I have a dialect story I want to sell you.

Editor—In what dialect is it?

Author—I don't know.

Editor—I'll take it.—*Truth*.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE JEWELERS' CIRCULAR."

"Clean, Reliable, Progressive, Entertaining"

THE SPRINGFIELD REPUBLICAN
DAILY & SUNDAY & WEEKLY

NEW YORK, June 30, 1897.

To the Publisher of THE NEW YORK TIMES:

I have become a regular reader of The New York Times within the present year and I regard it in all respects one of the most satisfactory newspapers published in New York, and am therefore pleased to express my gratification with the course you are pursuing.

The feature that impresses me most about the Times is its absolute reliability. The New York Times has amply demonstrated that it is possible to be clean and reliable and, at the same time, to be progressive and entertaining.

The Illustrated Weekly Magazine which accompanies your Sunday edition is certainly a notable feature in American journalism; and I hear only words of praise for your Saturday feature, the Supplement devoted to a Review of Books and Art. For the reasons I have given, I regard The New York Times as an unusually desirable advertising medium for those who wish to attract attention to articles of real merit.

Yours truly,

[Signed] WM. J. MORTON,
New York Representative.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

And every advertiser in San Francisco and on the Pacific Coast says that the

SAN FRANCISCO

CALL

is the greatest advertising medium of the far West. Ask your coast representatives their opinion of the CALL. They will indorse it.

CHAS. M. SHORTRIDGE,
Editor and Proprietor.

Ask rates of the Eastern Office.

D. M. FOLTZ, Eastern Mgr.,
34 Park Row, New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

BY CHAS. F. JONES.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

The larger stores in large cities suffer from one disadvantage that the smaller store escapes. The large store has so many kinds of goods that the customer has to go from clerk to clerk when making purchases in various lines. This going from clerk to clerk is sometimes annoying to the customer, and out of ten polite clerks one impolite one will turn the tide against the store and cause the customer to forget the impression that the ten polite ones have labored so hard to make.

If you have a large store, see that all your employees are drilled in knowing, as near as possible, what is carried in other departments and in knowing accurately where these other departments are located in the store. It is very annoying to the customer to be sent from place to place seeking for goods, when it is the business of every clerk in the house to know just where they are to be obtained.

***

A store should carry that line of goods and that quality of goods which its customers want. The business way to build a trade is to have what the people are willing to buy. Many stores lose a great part of their trade by not really knowing what their customers do want. All your employees should be instructed to report to you or to the one who buys the goods any thing that the customer calls for in your line that you have not in your store. Keep a record of these calls and when you find there is a demand for a certain thing which you have not, go and get it. By following these rules for a length of time you will soon have the things which are easiest to sell and which will most please your customers.

***

A great many stores think freak advertising is progressive advertising. They think that they must either be funny or odd in order to attract attention. The odd and funny things sometimes do attract attention but they do not always hold it long enough to be of any benefit to you, and sometimes they even re-act upon the customers' minds until they work against you instead of for you. All the old ideas about turning advertisements upside down, using Bible quotations in advertising, filling space with a lot of rubbish which does not accomplish any thing except to fill the space, have all long ago been proven worthless for store advertising. As a rule the people who laugh over your advertisements, afterwards buy their goods where they think they can get them the cheapest. Some stores get their announcements so full of jokes that the public are inclined to believe their serious statements are a joke.

***

Watch the little expenses. Remember the old saying of "take care of the pennies and the dollars will take care of themselves." These little things that do not seem to count very much are the very things which are eating up some stores. Stationery, twine and boxes all cost money and wasting these articles will be a great expense in the long run, although the individual cost of each piece wasted may seem so infinitesimally small as to be of no consequence at the time. The salary account of the store ought to be watched very carefully—having two office boys where one would answer the same purpose, having four clerks where three would answer the same purpose, will swell your pay-roll much beyond what you can afford. Learn the secret of having only as much help as you can keep comfortably busy all the time. Learn to arrange the various duties which your people have so as to use all their time. For instance, instead of standing behind the counters during the dull hours of the day, have them up in the stock rooms marking goods or doing such other duties as can be taken up during leisure moments.

***

An intelligent salesman is one of the best trade helps that a store can have—a salesman that is not only polite and bright in his way of presenting goods, but who can give real information about the article which he is selling when asked to do so. The most

irritating answer that a salesman can give a customer, when asked a question, is to say, "I don't know." In ninety-nine cases out of a hundred the customer ought to reply: "Why don't you know? It is your business to know." Very often it is the salesman's fault that he does not know these things about his stock, but more often it is the fault of the buyer of the stock or the proprietor of the store. The one who buys the goods ought certainly to know all the interesting things about them, and, if he does, it is his duty to tell these things to the person who is to sell the goods. Buyers, as a rule, are either so wrapt up in themselves or in their own knowledge, or are so ignorant themselves that they do not drill the salespeople as they should. A customer comes in to buy a tool, and the salesman, in showing the tool, states that it is made of temperate steel. The customer then asks, "What is temperate steel?" It must be admitted at once that the salesman ought to be able to give an intelligent answer. If the salesman can not answer questions of importance about his stock, how can he expect to inspire confidence in the customer, who, in many cases, is relying largely upon what he is told when he makes his purchases?

***

Large general stores sometimes do not consider what an immense amount of goods their own employees buy. A store with a hundred employees usually forgets that in their employees they have a hundred customers in perhaps a hundred families, if they only see to it that their employees can be induced to patronize the establishment for which they work. It will pay any store to be liberal with its employees and to do all that is possible to retain their good-will and friendship, and to show them that you are not only interested in the work which they have to perform for you, but also in every detail of their lives where you can help them. No matter whether you allow a discount of any sort to any other living person, you can well afford to allow a liberal discount to your employees on the goods which they may wish to use personally. This discount need not apply any further than their personal wants nor the wants of those depending upon them for support. If you do not offer to your employees some inducement more than the ordinary customer gets, many of them will very likely do their trading at some other store. This looks very bad for you; the people will talk; the salespeople in other stores will talk. One salesperson will say to another: "I thought you clerked for Smith. Why are you buying your goods from Brown? Is it because Brown sells cheaper than your own employer?" It is a bad reputation for your store to have, when many of your clerks buy their goods somewhere else.

***

The kicker. How many there are of his kind, and how diversified are the things about which he will kick. Do not be unreasonable, do not kick just for the fun of kicking, but when you have cause to kick stand up for your rights and kick hard. In the first place, remember that everybody else has just as many rights as you have, and do not expect every one to give up all their rights for you; but in the competition of to-day the man who knows his rights and insists upon having them is the one that is going to succeed. The fellow that never kicks about any thing and the fellow who kicks about every thing are one as bad as the other. Kicking when you have no cause weakens the effects of your justifiable kick.

These remarks apply largely to a store's dealing with newspapers. Usually the newspapers are just as anxious to give the store what it deserves as the store is to get it; if they are not, then the store has a right to kick. Remember, however, that the newspaper men are just as smart as you are and are better able to get back at you, if you attempt to impose upon them, than you are able to get back at them.

Let your business dealings with the newspapers or other mediums in which you advertise be just as business-like as your dealings with the men from whom you buy your other kind of merchandise. It is not fair to expect the newspaper to sell you advertising space at the lowest rate and then keep you supplied with transportation, theater tickets and drinks whenever you want them. Some newspapers, we are sorry to say, attempt to do this, but in the long run you will get the worst of it if you do not watch out.

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One serious question which stores generally ask is, how much money can

we afford to spend in advertising in order to help our business grow, and at the same time waste no money? This is a question which is largely governed by circumstances. Sometimes a store can afford to spend a larger amount than at other times, and some classes of stores can afford to spend a larger amount than other stores. It depends largely upon the amount of profit which you can judiciously make upon your goods. For instance, a clothing store can afford to spend a much larger per cent of its sales than a grocery. Then, again, a new store just opened must necessarily have to spend a larger percentage than will be necessary after the store has been in existence for some time and secured a good number of customers. Again, a cash store sometimes has to spend a larger per cent than a credit store, because the sales of a credit store usually average a larger amount per sale than those of the cash store, and persons having an account with the store usually do a large part of their trading without much advertising expenditure being necessary. Again, a store that is well located can often get along with less advertising expenditure than a store that is situated outside of the trade center.

Speaking of stores in general and merchandise in general, or rather stores that carry a variety of goods in stock, if judiciously handled, two per cent of the sales should be sufficient to spend in advertising. Sometimes it is necessary to use as much as two and a quarter to two and a half per cent, and a new store just opened can frequently spend for the first year or so, to build up a trade, as much as three per cent.

Enough money should be spent, in any case, to cause your business to grow in proportion to the times and the growth of your city. When a store does not grow it is going back, unless it be in such years of general depression, when most stores are going back, and to hold one's own is really to gain. If spending two per cent of your sales does not put life into your business, then spend more—even three per cent, if necessary.

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Rules are necessary in all stores, but sometimes a store has so many rules that it develops into a case of "red tape," and causes more confusion than it does good. Have as few rules as possible, in order to well govern your force, but see that these rules are inforced. Better to have a few, which mean something, than a great many, which are rules simply on paper but not in force. Do not have so many rules that your employees find it difficult in keeping up with them; having an understanding of your rules is necessary in order that your employees may carry them out. One of the best rules that you can have for your clerks is: "Do everything you can, within reason, to please the customer, provided you do not go contrary to the system of business required by the house." Be sure that all your employees know exactly what is required of them. Many of the larger stores now have schools in which they teach their employees what the rules are and how to observe them. This would be a good plan for any store to pursue. Before you put a salesman to work, see that he is told over and over again every thing that may be necessary for him to know about your store and system.

There are three ways of enforcing rules: *First*, by calling the offender's attention to the disobedience and cautioning him not to do so again; *second*, by imposing a fine upon the offender for having repeatedly broken the rule; *third*, an employee, who persists in breaking the rules, can only be discharged.

There is one trouble about fines. Many of your employees will think that you like to fine them because you make something off of them every time they pay the fine. No up-to-date store will allow such an impression to continue in the minds of its employees. They should be taught to believe that you do not fine them for any profit that you may make out of it, but for their own good to teach them correct business, and in order to keep them from forgetting to do those things which are necessary for the good of your business.

A good plan pursued by many stores is to hold all fines collected in a separate fund and return this fund to the employees in some way so that they may see that not a cent of the money goes into your pocket. Some stores have a sick benefit fund to which they donate these fines; the money going to such employees as may be sick. Other stores keep a record of the salesmanship of their employees and give the money collected from fines to those who may make the best average.

ON COUNTRY ADVERTISERS.

The Corn Belt Editorial Association of Iowa held its annual meeting at Correctionville in that State on June 10 and June 11. Among the questions which the country scribes discussed was: "The Business Man Who Doesn't Advertise." One of the journals devoted to the craft gives the following interesting account of the opinions and statements evoked:

S. D. Henry, of the Coon Rapids *Enterprise*, began by saying: "The business man who doesn't advertise doesn't live in my town. The first four years I had some trouble in getting our business men to advertise. I think $3 a month was the largest I got, and some would not advertise at all. Finally, a clerk who had saved up a little money put in a little stock of dry goods and groceries and contracted for a double half-column. He changed his advertisement every two weeks. That was the beginning of the energy on the part of the business men that exists in our town to-day. There are now five of our firms that change their advertisements every week, and the other smaller firms either advertise locally or change their advertisements every two months; such as harness makers, restaurant keepers, etc. Last evening I had a pleasant conversation with the editor of the Carroll *Sentinel*, and he touched upon this subject. He said that in all his experience in Carroll he had been unable to get the business men aroused; in fact, his advertising had decreased. He said he had prayed —which may seem strange to you, since he is a Democrat—for the same situation we had at Coon Rapids: that some man would come to Carroll and teach the other men how to advertise. There was such a man in his town a few years ago, but of limited means, who advertised quite liberally, but the result was that the men engaged in the same line reaped the reward, because they carried a much larger stock of goods, and thus they froze out this enterprising man."

Mr. Crawford, of the Cherokee *Herald*: "I believe this question is like anything else; you have got to make a man see that it pays. When you do this you have gone a long way toward getting his business. I am afraid much money is spent in advertising from which the advertiser gets little or no benefit. The editor should devise some means to show the advertiser that he is benefited. One of our merchants has a system in advertising; he gets a certain space, quotes prices each week, and is a prosperous merchant. To hold up an example of that kind to others is a good thing. The editor should study this question, and get the ads up in such a way that they will attract attention, and whatever attention they attract he should see to it that the merchant knows it."

Mr. Toman: "The man who doesn't advertise isn't a business man."

Mr. Henry: "I don't know about that. Mr. Powell, of the Carroll *Sentinel*, said the business fellows who didn't advertise had as good business as those who did."

Mr. Toman: "That may be true, and is true in our town. There are men in Cherokee who have been in business twenty years, and who are doing a fair business without advertising; but circumstances help them. If they were to go into a strange town, I don't think they could do anything if they continued their present methods."

Mr. Talcott: "Perhaps one trouble is that some men advertise but don't perform, and thus drive trade to the other man, who is a square business man, and in this way builds up a good business."

Mr. Loft: "We cannot eliminate from our business the fact that the man who doesn't advertise will reap benefits from the enterprise of those who do. Rather than pick at these fellows it would be better for us to try to make them see what a help it is to the town and themselves, because of the advertising."

Mr. Henry: "We have in our town a firm which has been in business there about twenty years. They carry every one who wishes credit, are capable business men of ample means, and therefore have every advantage, and yet they are our most active advertisers, although they were the hardest firm we had to get aroused. They said to me not long ago: 'We advertise, not to help you, but to help ourselves.' I think it is all due to the hustling advertiser who started in first, and the others were compelled to follow his example. It seems to me the only way to get men to advertise is to impress them with the fact that it is necessary as a matter of business."

Mr. Bloom: "There are merchants who don't advertise in our papers who

are nevertheless advertisers by means of window displays, etc., which is legitimate advertising. The problem we have to solve is to convince the merchant that the newspaper ad will help this other kind of advertising."

Mr. Wonder: "Ads should be changed often, otherwise they are of little value. When you run an ad week after week without change, you know very well it doesn't pay the merchant."

Mr. Oats: "We have in Sheldon four or five firms who advertise special sales and draw trade for twenty-five miles. I believe every merchant backs up his ad, and this is largely the secret of success. Our largest firms do not allow us to run an ad more than once. I have been trying to find the man who doesn't advertise—there are only two of him in our town: one is a saloon keeper and the other is an old fossil who has been there ever since the town was started. He waits on the trade he has had for twenty years and wants no other."

Mr. Loft: "Would it be advisable to work a scheme to get rivalry started by giving some merchant a low rate for a half-page ad?"

Mr. Blum: "Instead of making a reduction in price, wouldn't it be better to get the merchant to let us try an ad, and if we can't convince him within a month that we are doing him good we will charge him nothing. Go into his store; select some novelty; find the price, and then boom it in the paper. Bind him to keep the article out of sight and people will inquire for it, and he will know they have found out about it through the newspaper."

Mr. Walpole: "A flouring mill in our town didn't advertise. The proprietor in passing one day said he wanted to sell me some flour. I told him I wanted to sell him some advertising. 'Oh,' he said, 'there is no need of my advertising; everybody knows the mill is there.' In leaving, he asked me if I knew where he could get a good cat. The next week a line appeared in the paper, 'Wanted, good cats at the mill.' In a few days he came in and said he wished I would tell the people no more cats were wanted at the mill."

THE MEANEST ONE.

"What is the meanest man you know?"

"The man who will walk between a bargain window and a woman that is feasting her eyes upon it."—*Cincinnati Commercial.*

OUR POSTAL DATES.

1639—Post-office established in Boston.
1672—A monthly mail to Boston established by the government of New York.
1692—Postal system for the American colonies projected.
1710—Postal system for the American colonies established.
1717—A mail route put into operation between Boston, Mass., and Williamsburg, Va., transmitting letters in four weeks.
1737—Benjamin Franklin made Deputy Postmaster for the Colonies.
1753—Franklin becomes Deputy Postmaster-General in America.
1756—Stages carry the mails between Philadelphia and New York.
1760—Franklin establishes mail coaches from Philadelphia to Boston.
1775—The Continental Congress elects Franklin Postmaster-General.
1777—Continental Congress passes a resolution appointing an inspector of dead letters.
1782—Rate of postage fixed by Continental Congress for single letters ranging from 4.7 cents under sixty miles to 14.8 cents for two hundred miles and 3.4 cents for each additional hundred miles.
1794—Letter-carriers are employed at the discretion of the Postmaster-General to deliver letters on the payment of two cents for each letter.
1810—A general Post-office is established at Washington.
1829—The Postmaster-General becomes a member of the President's Cabinet.
1834—Railroads first carried the mails.
1839—Envelopes for letters first used.
1847—The use of postage stamps authorized.
1851—Three cents per half ounce for distance under three thousand miles, postage prepaid, becomes a rate of letter postage.
1852—Congress passes an act providing for stamped envelopes.
1855—Registration of letters introduced.
1858—Street letter-boxes are set up in Boston. In the same year the first overland mail was established from St. Louis to San Francisco.
1861—Merchandise admitted to the mail.
1863—Receiving boxes authorized.
1864—Money order system established.
1868—Uniforms authorized for letter-carriers.
1872—Free delivery by letter-carriers in cities of fifty thousand population.
1873—One-cent postal cards made their appearance.
1883—Postage on first-class mail reduced to two cents per half ounce.
1885—Special delivery system authorized. In the same year letter postage reduced to two cents per ounce.—*Northern Budget, Troy, N. Y., June 20, 1897.*

SAMPLES IN MAIL ORDER TRADE.

It used to pay to send samples, but it is a question whether it pays to-day or not. The person who orders goods by mail does not write to you alone for samples, but perhaps to a dozen other stores. Each store may send samples worth from 25 cents to 50 cents, and only one of the dozen can get the order, which may amount to but very little more than the combined cost of the samples sent by them all.—*Dry Goods Chronicle.*

A WHEAT dealer's ad ought to be free from "chaff."

SAFE DEPOSIT VAULTS.

HOW THEY ARE ADVERTISED AND HOW THEY ADVERTISE THEMSELVES—AN INTERESTING INTERVIEW WITH THE PRESIDENT OF THE MERCANTILE SAFE DEPOSIT COMPANY.

A representative of PRINTERS' INK recently called upon Mr. Lyman Rhoades, president of the Mercantile Safe Deposit Company in the Equitable Building, New York. The first question propounded was:

"Mr Rhoades, what are the functions of such a company as yours?"

"A safe deposit company is one established for the purpose of affording people an absolutely safe place in which to keep valuable portable property. It is really carrying out the old idea that in 'union is strength.' We have on our books the names of about 12,000 people. It is impossible to estimate how many people this number represents, for it may be merely one family, or it may be, say, a lawyer, who within his vaults will place the valuable papers and other property belonging to twenty or more clients, each of whom represents more than an individual."

"From which you may safely assume——?"

"That these vaults of ours represent more than 100,000 people."

"Now, Mr. Rhoades, you appeal, of course, to the better classes entirely?"

"Not we. The ignorance of people on this subject is most astonishing. We appeal to all classes. We have on our books bricklayers, laborers and artisans of all kinds. Why not? For an insignificant proportional amount they are guaranteed absolute safety for their possessions. Be it remembered that the man who rents our service to the amount of $1 gets as much security as he who pays us a thousand. To the poor man who has, say, only the vouchers of his savings, a deed for his little cottage or a small bond, this ought to be irresistible. Do you know that these vaults contain between three hundred and four hundred millions of dollars in value? In three vaults alone there is value to the amount of $228,000,000. What a striking argument of absolute faith in our company that is! The functions of our company are threefold—safe deposit, ordinary storage and merchandise storage in warehouses. Then we have two other branches of service—a burglar alarm service, under which we protect many of the banks of this city and the Sub-Treasury Building, and a detective branch, whereby we guard and protect many firms and businesses in our neighborhood, notably learning about and discovering the character and habits of employees."

"What advertising do you do, Mr. Rhoades?"

"Well, there are times when we use the daily papers quite extensively, that is the evening dailies, seldom going into the morning. We do not like the morning paper on account of the crowded state of its advertising columns; it is hard to achieve such display as will reasonably stand out from the ruck."

"Couldn't this be overcome?"

"Not at any cost proportionate to the returns."

"Do you use the magazines?"

"No, and yet they have given us incidentally a great deal of advertising, thoroughly unsolicited, too. Thus, for instance, *Harper's Monthly* for October, 1895, contains a story entitled 'The Coupons of Fortune.' The incident is based on an episode I told a reporter who called here one day, and he refers to the Vault Company in the Equivalent Building, obviously ourselves. Then the May *Scribner* contains an article based upon us and our methods, supplemented by numerous illustrations. Of course, these cannot be otherwise than good ads."

"Do you reprint such?"

"No, we let them go at that."

"What other publications do you use?"

"Occasionally religious, never humorous; never programmes or special occasion publications. Occasionally those trade journals which circulate among the dry goods and shipping merchants."

"You select your own media?"

"Yes, entirely, although we place through one or other of the agencies. But, regarding media, I would like to add that we occasionally depart from our general policy, and for some special design take up the papers in one section or a special line. And then we have other methods which are rather indirect. Thus, we send out circulars, personally addressed, and distribute them also to the numerous visitors to this building. We also get up booklets, and send out imitation type and hand-written letters. We keep on

hand, too, memorandum books, calendars, weather signal cards and other matter of that kind, usually giving out only such things as our experience and judgment tell us people will use."

"Do you follow up the circulars?"

"We pursue our intended quarry until we land them, ninety-nine times in every hundred. We never let go of our grip until we feel there's no use beyond the peradventure of a doubt."

"Do you key your ads?"

"We can only key out-of-town ads, and not always those. Yet, of course, we must feel that when business increases in a section which we have been endeavoring to subdue, that this is the result of our canvass. Yet, even there, we have found we have been wrong at times. Nevertheless, we know our ads have been so effective that people have come in prepared to do business with us, that they have gone to the trouble of clipping the ad from a newspaper, and introducing the subject by showing us the ad."

"You spoke of giving circulars to visitors to the building. Do these cut much of a figure?"

"Rather! You must remember the recent ad of the Equitable Building, which started off with the statement that 23,091 people entered the building that day. Well, a fair percentage were sight-seeing strangers, who always favor us with a call. When they get through exploring our catacombs, we often, much to their own surprise, have interested them to the extent of taking a box or a vault. Before I forget, I would like to add that, among our standing advertisements, nothing is more efficient than this enormous grille extending around the front. We do absolutely nothing for show, for every one of these rods is absolutely steel-forged, and the grille is, therefore, practically impregnable; yet, at the same time, it makes a splendid ad for us—an impressive picture of strength. So, too, our uniformed police force. We protect with these the entire Equitable Building, with its twelve hundred offices, and these enjoy a degree of security absolutely incomparable. We have two of these policemen around the Broadway front and one at the gate. Of course they are a protection, but they, too, are standing advertisements.

"It is a curious fact that there is an element of our patrons so ultra-conservative that they deprecate our advertising in any shape or form. They believe it inconsistent with proper dignity, subversive of established methods, perhaps even anarchistic. You will be amused when I tell you, as a solemn fact, that some of these are so secretive that they try ever so hard not to be seen coming or going from here, preferring to make all sorts of detours, by coming into the building even from Nassau street, and dodging around unconcernedly in the attempt to dislodge any presumption that they are bound for the safe deposit vaults. This will be of interest to your readers, because it may be classified as an anti-publicity spirit.

"I am a stanch believer in advertising. I have been so ever since I was a boy. I think a pertinent incident of those days made me so. I remember, before the war, when there was exhibited at Ann street and Broadway an immense sign—a figure of Neptune, riding on the sea, trident in hand, with the sign 'Sea Moss Farina.' I recollect hearing that the company who put it out appropriated $25,000 annually for the purchase of publicity—a big sum for that day—and they were said to have made a great market for their product. This was an object lesson."

"What is your appropriation, Mr. Rhoades?"

"I dare not tell you the amount, but can only say that it varies very much year by year."

As an example of the ingenious methods employed at one time in advertising the Mercantile Safe Deposit Vaults, the following is apposite: By special arrangement with one of the press associations, the Deposit Company became informed promptly whenever a fire or a murder took place, whereupon they immediately sent around reading notices to all the papers commendatory of their protective system. These, it was arranged, should have position as near the accounts of the fire and murder as could be obtained. Nobody will deny that this was the best kind of good advertising. But like everything else of this character it had to be discontinued, for prudential reasons. J. S. WILLIAMS.

THE GOAT AND THE GIRL.

The goat gazed at the poster girl
On the bill-board in the street.
Said he, "Gadzooks,
I think she looks
Quite good enough to eat"

—*Cincinnati Enquirer.*

A PHILADELPHIA GROWTH.

HOW ADVERTISING MADE A LARGE BUSINESS OF A SMALL CONCERN STARTED ONLY SEVEN YEARS AGO.

The best lesson ever learned by the merchants of Philadelphia on the power of printers' ink is evinced in the rapid growth of the Chicago Merchandise Company. From a small enterprise established as a carpet house just seven years ago, they have twice removed to larger quarters, until to-day this firm is located in the most central portion of the city, and conducts one of its largest department stores.

Their first advertising commenced with the business, when a 20-line carpet ad was used, every one of which was headed "Free"—that is to say, they sewed and laid all carpets absolutely without charge. To-day they use half-page ads in the newspapers for advertising their many departments.



H. S. THALHEIMER.

It hardly needed a question on my part to get Mr. H. S. Thalheimer, who has been the advertising manager of the house since its inception, to talk, and he went ahead as follows:

"I have often heard various newspaper men comment upon my work in connection with the advertising of the Chicago Merchandise Company, and many of them said that the advertisements contained too much matter and the type used was too small. Now I contend that an advertisement with a good gothic head line and illustrations throughout will attract more attention, sell more goods, and in every way give better returns than simply by the use of large type throughout."

"You use large cards exclusively, do you not?"

"Yes, for I have no faith whatever in small cards—by that I mean anything less than 400 lines. I would rather use a thousand-line card once than a hundred-line card ten times, and we have clearly demonstrated that this kind of advertising shows far better returns."

"Have you any choice between the daily and Sunday mediums?"

"Well, we extensively use the Sunday papers, although it is a town with little faith by the large mercantile houses in Sunday mediums. I think this is brought about from the fact that John Wanamaker, who is the leading spirit in business in Philadelphia, does not use Sunday newspapers. I find, however, that half-pages used in the best mediums of the city (and I consider the *Record*, *Press* and *Inquirer* foremost) pay us far better than the use of daily cards, particularly if it happens to be a rainy Sunday and clear Monday. Still, I do use the dailies extensively, and on Wednesdays and Thursdays as a rule, which appears to be sufficient to crowd the store for the balance of the week."

"Have you a case in point to illustrate how your newspaper advertising pays you?"

"The advantages we gain from advertising are best evidenced from the fact that last week I happened to discontinue our Wednesday card of 1,000 lines, and the receipts of the store fell off nearly $6,000 in one day."

Being here shown several sample half-pages, it was clearly noticeable that each department had the same position in every ad, and nearly all articles enumerated were accompanied by a picture, which prompted the question of his theory on illustrating.

"We have proved clearly that nothing pays so well as pictorial advertising, for I believe there is no item too small for a cut to be used. A friend of mine relates, and I use it for instance, that our ad is sought by his wife the first thing on taking up a paper, and invariably an illustration of

some article she needs attracts her eye, even though it be at the bottom of the card. I consider this conclusive evidence of its value. I make it a point to illustrate each and every article mentioned. For example, in the household goods department recently, we mained in the store unsold. It is very difficult though, I have found, to illustrate carpets, for the reason that outline cuts of designs show up badly, and half-tones can not be printed in newspapers, although I think we have, in a measure, overcome this by having



PORTION OF A CARPET AD.

advertised an agate ware sale, and used cuts that were very small; yet that the advertisement was a success is proven when I say that our concern had in their establishment nearly 17,000 separate pieces of agate ware, and the second day after the publication of the advertisement not a single piece re-

the carpets drawn in rolls, and merely showing one figure of the design. The same scheme is applied to mattings."

"You also use a catalogue in connection with your carpet department, I hear?"

"For our carpet business we have issued a magnificent catalogue, printed

in oil colors, showing the exact patterns, designs and colorings of the goods as they would appear on the floor; but, of course, this is only sent in response to inquiries received from out-of-town parties. The cost of this catalogue for the first 100,000 was 14 cents each, and it is mailed free."

These few points on the methods of advertising a house so quickly sprung from obscurity to prominence against great competition, are particularly valuable from an illustrative point of view.

FERDINAND A. PARTENHEIMER.

COURTESY IN BUSINESS.

By Chas. Paddock.

It is a great mistake to suppose that politeness costs nothing. It seems to cost some people a tremendous effort whenever they happen to be guilty of any business courtesy. They have the idea that a bullying, insolent manner lends dignity to them, and that an abrupt style of speech is what people most admire in a business man.

And yet these very men will wonder why they don't get on better in business. In spite of the genuine bargains they offer they are surprised that people keep away from the store. They do not see that their repellant manner has anything to do with it; they would perhaps be astonished to learn that sensitive people—and they are numerous—would sooner pay more money where they are courteously treated than be bullied or frowned upon at a genuine bargain counter

An affable manner is a good advertisement in itself—a gruff and surly demeanor is a permanently bad one. Have not business men common sense enough to see this? If they are at all observant they can find plenty of evidences of it daily. Bad temper and a frowning face should have no place at all in a business house. Their only effect is to keep on killing trade.

However much at fault, it is not wise to reprimand an employee sharply in front of customers. Whatever the offense, curb your temper, at least until customers are out of sight and hearing. One can be firm and even severe without a display of temper. Frequently the customer would feel such an outburst as keenly as the employee who called it forth.

Suave, polite manners in the proprietors, managers and salespeople are in themselves great attractions to a store or place of business. It becomes a positive pleasure to trade where you are sure of kind and courteous treatment. And, on the other hand, one is apt to dread going into a store where harsh tones, bickerings and fault-findings are the rule.

It is impossible to succeed in business nowadays unless you show a polite bearing towards those from whom you expect custom, and a well managed house will see to it that all help are carefully trained in the one important point of good manners. Soft words and smiling faces bring back as many customers as low prices and attractive newspaper advertising, and the sooner merchants recognize this fact the better will it be for their business.

LITTLE ADS.

In advertising, all does not depend on the size of the space used. Ample space is desirable if it can be rightly filled, and, in the long run, reasonably large ads are apt to pay better than small ones, relative cost considered. But it doesn't always turn out that way, and large space is often out of the question for conservative advertisers of small means. Success has often come through the persistent use of very small ads. There are notable examples of this. I recall two firms—one in Philadelphia and the other in St. Louis—who have never used more than a one-inch single column space. One would think that these diminutive ads would have been entirely lost in the columns of a metropolitan daily, but they were not, and the firms employing them have met with marked success.—*American Druggist.*

A GOOD COMBINATION.

Many a periodical nowadays is bought solely because of the pictures in it. There is a lesson in this—a picture can be made to tell much at a glance. It attracts and holds attention. A good illustration and a well written advertisement make a strong combination.—*Clarence F. Chatfield.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"CURRENT LITERATURE."

THE RED BANK "REGISTER" CASE.

Office of
"JEFFERSON COUNTY UNION."
Published by The W. D. Hoard Co.
FORT ATKINSON, Wis., July 19, 1897.

Editor of PRINTERS' INK:

I was interested in John H. Cook's advertising failure and looked over the thirteen quarter-column ads shown in PRINTERS' INK of July 14, to see if one who is similarly placed could answer his question: "Can any one tell why there were no results in my case?" Perhaps some one can. To begin with, he wanted to wedge the *Register* into homes most of which already took some rival paper. To make a good wedge, and then drive it well, was the problem. To get people to try the *Register*, he ought to have offered it at a reduced price to new subscribers, making a proposition to supply it for, say, three or six months, for 25 cents perhaps, and crediting this amount as paid on the following year. Nowhere in any of the ads do we find a suggestion of special inducements to get a new subscriber on the list for even a short trial. And all this would not have been enough. It would have been a good thing had Mr. Cook employed some bright high school graduate to get up the local matter, put the finances in the hands of an honest young lady, or his wife, and gotten out himself and hustled from farm to farm for subscribers to the *Register*. He would soon have found out that the people "take the editor as much as they do the paper," as Bob Burdette once said, and that he needed his special inducements at many houses to get a wedge into them. This is the course the *Union* has pursued, and that is how it comes to be rated 3,628 bona fide circulation by the American Newspaper Directory. This house to house canvass is top-shelf work, and if he does not do anything more the editor will find out, from the subscriber's standpoint, how to make a paper that best suits his constituency. Advertising a country paper without following it up with personal solicitation is like sowing good seed and then failing to gather in the harvest.

H. L. HOARD.

Office of
"PHILLIPS PHONOGRAPH."
PHILLIPS, Me., July 20, 1897.

Editor of PRINTERS' INK:

In reply to Mr. John H. Cook, who, in your issue of July 14, asks why his advertising of the Red Bank *Register* in other papers in the same county failed to pay, I think there is a feeling among readers of local papers that an advertisement in a rival sheet is a sign of weakness. Readers seem to expect blind faith on the part of the publisher of a paper in his own product, to the exclusion of any consideration of the merits of other papers. In my opinion, an advertisement of one newspaper in the columns of another located in the same territory has a weakening effect upon the one advertised, unless the space is big enough to give the impression that the publisher who signs the ad owns an interest in the paper he is using.

Yours very truly, J. W. BRACKETT.

GOOD ADVICE.

Follow no traditions, stay in no ruts. The man who settles down to study people, their needs, their weaknesses; then looking at what he has to sell from their standpoint, talks about it convincingly, makes notes on results, uses mistakes as stepping stones—is going to be in it.—*Lewis Smith*

IN PHILADELPHIA.

PHILADELPHIA, July 19, 1897.

Editor of PRINTERS' INK:

A department store converts its entire carpet salesroom into an ice cream saloon during the months of July and August, selling same at 8c. per plate, 25 per cent of the receipts being donated to the poor. A hardware dealer displays knives arranged to represent an American eagle. An ice cream company supplies bicycle stands with a sign saying that their brand is on sale at the restaurant. In a furniture window an automatic fan gets its air disturbing impetus from a rocking chair kept in motion by a negro with false beard, etc. The steamer Republic presents advertising buttons to passengers, and posts a lithograph on the three decks of the boat, on which appear all the notable personages of the day.

Here's a portion of a recent Wanamaker ad in which the illustration is interesting



from the fact that it supplies the need of word description of the coolness of serge suits. Stores adjoining building operations utilize the usual pile of bricks in front for signs, advertising what is for sale "Behind this pile of bricks will be found," etc., etc. The Neverout bicycle lamp people furnish wheel checkers, with stands bearing in galvanized lettered signs an advertisement of the light. F. A. PARTENHEIMER.

CUTTING RATES.

Cutting rates is a tacit admission that they are too high. Better have a rate-card you can conscientiously adhere to than a dollar-an-inch schedule under which you get 40 or 50 cents an inch. Not only does rate cutting cast a reflection of doubt on circulation statements, but it invariably leads an advertiser to question whether he has succeeded in getting as low a rate as some other advertiser. Get rid of the haggling habit by adopting a rate-card you believe in and that you can stick to.—*Newspaperdom*.

A SHOEMAKER'S ad should be whole-"souled."

A Power in the Land

An advertisement artistically arranged always attracts attention and admiration.

SALT LAKE TRIBUNE

KNOWN CIRCULATION
More than all the other Dailies in Salt Lake combined.



A BIG CLAIM, but a big fact, known and conceded by every resident of Utah and the inter-mountain country, irrespective of

RELIGIOUS BELIEF or **POLITICAL FOLLOWING.**

A GREAT, BIG, BROAD-GAUGE PAPER,

with modern appliances and enterprising ideas, meeting the wants of an exacting people. Everybody in Utah, Idaho, Montana, Nevada and Wyoming reads the TRIBUNE. The paper you see on all news-stands, in all hotels, on all trains:

Salt Lake Tribune

THE MOST FOR THE MONEY

SOLE AGENTS

THE ROOKERY CHICAGO

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK TRIBUNE BUILDING

FOREIGN ADVERTISING

"Leading Exponent of the Best Thought of the South."

The Atlanta Journal

Greatest guaranteed circulation of any daily newspaper in the U. S., morning or afternoon, south of Baltimore.

23,930 Daily

THE ATLANTA JOURNAL.

HOKE SMITH, President.
H. H. CABANISS, Manager.

The S. C. Beckwith Special Agency

NEW YORK and CHICAGO.

Why do you think advertisers spend thousands of dollars each year in the

Vickery & Hill List?

We have several customers that each spend about $10,000 per year and have done so for several years. Our largest customers are those who can trace results, but we have a representative list of the big general advertisers who never buy space, except when they are satisfied that the medium is a good one. How are these? Every one of these advertisers used the

Vickery & Hill List

DURING 1896.

ENAMELINE, SWANSON RHEUMATIC CURE CO.,
LORING & CO.,
WELLS, RICHARDSON & CO., J. C. AYER CO.,
LYDIA E. PINKHAM MEDICINE CO., C. I. HOOD & CO.,
WINSLOW SOOTHING SYRUP, LONDON TEA CO.,
WARNER SAFE CURE CO., SCOTT'S EMULSION,
CHURCH KIDNEY CURE CO., STERLING REMEDY CO.,
T. A. SLOCUM MEDICINE CO., INDIA CEYLON TEA CO.,
HARPER FURNITURE CO., HALL'S HAIR RENEWER,
REVERSIBLE COLLAR CO., and many others.

Have you investigated this list? Perhaps you are losing that which would add materially to your profit. Why not ask some one who does know about it?

A CIRCULATION OF 1,500,000 PER MONTH

IS AT YOUR SERVICE.

C. E. ELLIS,
SPECIAL ADVERTISING MANAGER,
401-2-3-4 Temple Court, N. Y. City.

BOSTON OFFICE:
72 International Trust Building,
E. R. GRAVES in charge.

CHICAGO OFFICE:
903-4 Boyce Building,
W. J. KENNEDY in charge.



THE

NEWSPAPER

That beats all competitors in Rhode Island is the . . . .

Telegram

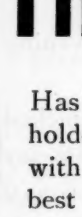
It outsells all others in both the Evening and Sunday editions.

Here is what a few newsdealers, picked out of over 300 who sell the TELEGRAM, say of last Sunday's sales of the TELEGRAM when no special inducements were offered:

FRANK SALISBURY, Providence,	**1,145**	**copies.**
A. P. LYNN, "	**600**	"
JAMES NOLAN, "	**650**	"
HAYDEN BROTHERS, "	**650**	"
J. W. MARJORAM, "	**600**	"
M. MOY, Pawtucket,	**1,000**	"
JAMES SHOWCROSS, Olneyville,	**850**	"
M. GORMELY, "	**750**	"
JOHN BUTMAN, Central Falls,	**850**	"
W. P. BLISS, Pawtuxet Valley,	**950**	"

These indicate only the normal sales of the TELEGRAM with the above-named dealers. These, as well as all the other dealers in the State, **sell more Telegrams than any other newspaper.**

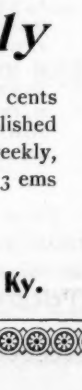
The National Advertisers

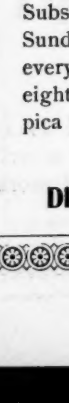


Will find the DISPATCH the best medium in the Southwest because it is the only straight Democratic daily published in Louisville, the metropolis of Kentucky.

The Dispatch

Has Two Thousand Stockholders and is in sympathy with **225,000** of Kentucky's best citizens and their families.





Established April 18th, 1897; sworn circulation over : : : : : :

19,000 Daily

Subscription price, three cents daily, five cents Sunday; Weekly, one dollar per year. Published every morning in the year. Daily and weekly, eight pages, 64 columns, 22 inches long; 13 ems pica wide ; Sunday, double size.

For Advertising Rates, write to the

DISPATCH PUB. CO., Louisville, Ky.

The larger the percentage of the circulation of a paper that reaches the home, the greater the advertising value of the paper.

No paper has a more thorough *home reading* than

The Detroit Free Press

which for sixty-four years has been the favorite paper of the better classes of Detroit and Michigan generally.

Its three editions circulate to the extent of

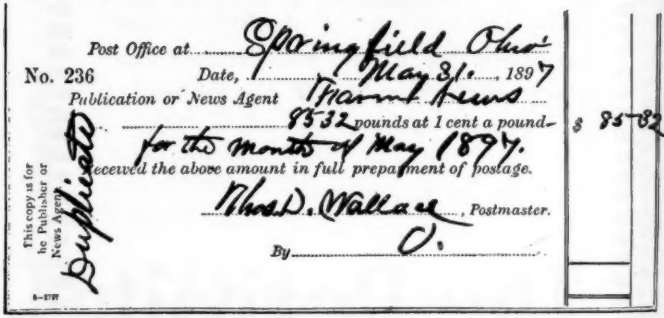
36,805 Daily 48,037 Sunday

101,758 Twice-a-Week

Rates and sample copies on application to the home office or to

R. A. CRAIG,
41 Times Building, New York.

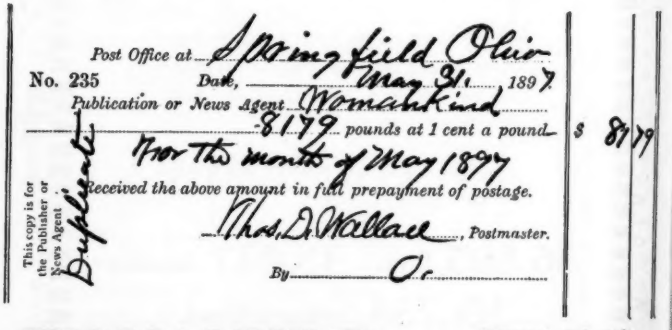
UNCLE SAM'S Guarantee of our May Circulation.


Post Office at Springfield Ohio
No. 236 Date, May 31 1897
Publication or News Agent Farm News
8532 pounds at 1 cent a pound $ 85 32
for the months of May 1897.
Received the above amount in full prepayment of postage.
Thos. D. Wallace, Postmaster.
By C.
This copy is for the Publisher or News Agent
Duplicate

FARM NEWS

Wrapped and ready for the mail, weighs a fraction less than 1-10 pound.

During the month of May, as shown by the above post-office receipt, 8,532 pounds (or 85,320 copies) of FARM NEWS were mailed at the Springfield post-office. They reached 85,320 progressive, up to-date farmers. Actual average for the past five months, 80,436.


Post Office at Springfield Ohio
No. 235 Date, May 31 1897
Publication or News Agent Womankind
8179 pounds at 1 cent a pound $ 81 79
for the months of May 1897
Received the above amount in full prepayment of postage.
Thos. D. Wallace, Postmaster.
By C.
This copy is for the Publisher or News Agent
Duplicate

WOMANKIND

Wrapped and ready for the mail, weighs 2 ounces — 8 to the pound.

During the month of May, as shown by the above post-office receipt 8,179 pounds (or 65,432 copies) of WOMANKIND were mailed at the Springfield post-office. Every copy was paid for. No sample copies go. Advertisers are getting most gratifying results from it.

CIRCULATION BOOKS OPEN TO ADVERTISERS.

THE HOSTERMAN PUB. CO., Springfield, Ohio

A Careful Investigation

Will convince every one that under the New Management

THE CHICAGO DISPATCH

is one of the CLEANEST, BRIGHTEST and PROGRESSIVE Newspapers of the day.

OLD METHODS
OLD POLICY
OLD IDEAS
OLD PRINCIPLES

HAVE BEEN OBLITERATED.

ITS AIM NOW IS TO PRINT

All the News that is Wholesome.

NOTHING MORE, NOTHING LESS.

ADVERTISERS will now find **THE DISPATCH** read in a great majority of the HOMES, OFFICES, BUSINESS HOUSES and FACTORIES, and on ALL the TRAINS and STREET CARS in and about CHICAGO.

Eastern Office:
517 TEMPLE COURT,
New York.

HOME OFFICE:
115-117 Fifth Avenue,
CHICAGO.

"'TWAS in the newspaper and all the world now knows it."

To be in the

NEW ORLEANS STATES

means to be very close to the homes and hearts of the entire population of that city.

The S. C. Beckwith Special Agency,
NEW YORK and CHICAGO.

August 2d, See!

The newspaper publisher who desires to have a good advertisement of his paper inserted in the September issue of the AMERICAN NEWSPAPER DIRECTORY has no time to lose. The September issue of the AMERICAN NEWSPAPER DIRECTORY goes to press on Monday, August 2d. That is, the first form goes to press on that day. The completed book will be ready for delivery on Tuesday, August 31st. Every newspaper publisher knows the AMERICAN NEWSPAPER DIRECTORY, and also knows that it is the one book that advertisers consult to ascertain what newspapers are likely to bring most profitable results. The publisher of a paper that can be used to advantage in preference to another paper in his own vicinity does well to make known to advertisers the facts which, by being generally known, are likely to redound to the mutual advantage of publisher and advertiser.

For 50 cents a line the publishers of the AMERICAN NEWSPAPER DIRECTORY will insert a paragraph in the body of the book, immediately following the catalogue description of a paper, in the September issue of the AMERICAN NEWSPAPER DIRECTORY. Said paragraph will be preceded by the word "advertisement," so that the advertiser will know it is the statement of the publisher of the paper and not the statement of the editor of the Directory. Six words make a line; 20 lines cost $10; 100 lines cost $50.

For an advertisement amounting to $10 or more the advertiser may receive a copy of the Directory free, carriage paid. The subscription price for the Directory is $5.

Display advertisements in the AMERICAN NEWSPAPER DIRECTORY can be had at $25 for a quarter page, $50 for a half page, or $100 for a full page, and a displayed advertisement may have a position in the body of the book in a position opposite or on the same page with the catalogue description of the paper — provided the order is received before that position has been taken by somebody else, first come first served being the order in which positions are accorded. All advertisements, displayed or otherwise, go in the letterpress portion of the book where they are certain to be seen.

Five per cent discount from the price of an advertisement is allowed for cash with the order.

Address orders promptly to

George P. Rowell & Co.

Publishers of AMERICAN NEWSPAPER DIRECTORY,

10 SPRUCE STREET, NEW YORK.

3,551 ORDERS

From my own city from January 2d to June 30th, this year. This is an average of **592** orders per month, or sixty-two (62) per cent of the total number I received from all over the country. This showing proves that my inks must be as I represent them, otherwise the printers of my own city would be the first ones to find that they were no good. I defy any ink house in the world to equal these figures, taking into consideration that I never employed an agent and that I never filled an order without first receiving the money.

My News Ink is the best in the world and is sold in 25-lb. kegs at 6 cents a pound; or in 500-lb. barrels at 4 cents a pound. My Job Inks are the finest ever produced by the art of man, and are sold in ¼-lb. cans at 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a ¼-lb. can. If packed in ¼-lb. tubes the cost is 5 cents extra for each tube. Money returned if goods are not satisfactory.

Send for my price list.

Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

Out of Print

The entire June edition of the AMERICAN NEWSPAPER DIRECTORY has been sold.

The next edition, revised and corrected, will be *issued September 1st.* Price $5, delivered carriage paid.

For $25, paid strictly in advance, advertisers or others may become subscribers for and members of the AMERICAN NEWSPAPER DIRECTORY'S **Confidential Information Bureau.** The said subscription carries with it a right to receive (carriage paid) a copy of each quarterly issue of the AMERICAN NEWSPAPER DIRECTORY (4 vols. per year), also an annual subscription to PRINTERS' INK, a journal for advertisers (issued weekly), and the further right to ask for and receive at pleasure confidential reports concerning the circulation or character of any American newspaper credited with issuing regularly so many as 1,000 copies. Such confidential reports will be supplied to subscribers whenever called for.

For further information address

GEO. P. ROWELL & CO., Publishers of
AMERICAN NEWSPAPER DIRECTORY AND PRINTERS' INK,
No. 10 Spruce Street, New York.

From the Chicago (Ill.) Daily News, August, 1880:

Messrs. Geo. P. Rowell & Co.'s *American Newspaper Directory* has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s *American Newspaper Directory* is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

The Seattle Post-Intelligencer

DAILY, WEEKLY, SUNDAY,

Has double the circulation of any paper in the State of Washington. . . . . .

A. FRANK RICHARDSON,
Tribune Building, New York,
Eastern Representative.

S. P. WESTON,
in Charge of Advertising.

JAS. D. HOGE, JR., Manager.



The Druggist's Responsibility.

We are often asked by our customers to recommend or endorse patent medicines. Such a request places us in a peculiar position. To recommend some patent nostrum brought to the notice of our customers by extensive advertising in the newspapers often effects a sale of the remedy (so called), and thus "puts money in our purse." But, prefering to act conscientiously regarding these nostrums, many of which have little or no merit whatever, we will be guided in our advice solely by our experience and observation, aided by our knowledge of their contents. Millions spent in advertising adds nothing to the quality of an article, indeed it DESTROYS its quality, for unless there is a wide difference between its cost of manufacture and its selling price, the immense advertising could not be afforded. Hence, the more a remedy is advertised the cheaper it must be made. One prominent patent medicine firm boasts in a recent circular to the trade, that they have spent in the last five years over $1,500,000 in advertising a single preparation. It would be interesting to know in this connection how much they have spent in the same time for the medicine. A recent analysis of this article, by a prominent chemist, throws some light upon the subject, and shows that to get one-half of a medium dose of the only medicinal ingredient it contains, the patient would be required to take an entire bottle at one gulp (price one dollar), and that the article would be dear at a quarter the price charged.

These immense advertising bills must come out of the pocket of the consumer and no one else. Reliable preparations are made, but they are not made by advertising. When our advice is sought it will be given in favor of such remedies as actual experience has proven to be worthy of confidence, and whose merit we are able to vouch for from a knowledge of their formula

THE WYOMING DRUG STORE

Wyoming, Ohio.

THIS ad of a druggist in Wyoming, Ohio, shows the arguments which druggists utilize in order to sell their own preparations in lieu of advertised ones.

IN NEW ORLEANS.

NEW ORLEANS, La., July 15, 1897.

Editor of PRINTERS' INK:

Although this season is one of the dullest, our merchants have eschewed their usual custom of cutting their advertising appropriations to the lowest margin during the summer months and are keeping up the amount of advertising. Several of the prominent dry goods and clothing concerns are increasing their space in the papers for the purpose of getting well in line for the fall business. Much of this increase is due to several advertising concerns recently established in the city. The ads seen in the daily papers will compare favorably with those of Northern and Eastern merchants. The favorite method of retail merchants in their advertising is to use six or eight inches, single column, and change the ad daily, running the same ad in morning and evening. A majority patronize all of the leading papers. Speaking of his advertising, Mr. Leon Godchaux, one of the largest clothing merchants, said: "I have been in business at this stand for 27 years, and have always been a liberal advertiser. My present business is the outcome of judicious advertising. I keep constantly at it. This year we are using only the daily papers. We find they pay us better than any other mediums. Formerly we used the country weeklies published in the territory tributary to this city, and have used theater programmes to some extent, but will hereafter confine our advertising to the daily papers published here." The plan adopted by Mr. Godchaux in his advertising seems to be followed by a majority of the large advertisers here. One thing noticeable about the advertising of most of the large concerns here is the fact that they, as a rule, advertise only one line of goods or thoroughly bring out some good points about a certain article or piece of goods in each ad. All of the business men that I interviewed were unanimous in their expressions of satisfaction with the results.

J. W. M.

MR. LAWSON'S ADVERTISEMENT COMMENDED.

THE NEWS COMPANY,
Jas. H. Ferris, President,
H. E. Baldwin, Sec'y-Treas'r.
JOLIET, Ill., July 12, 1897

Editor of PRINTERS' INK:

I can hardly understand your consistency in attacking the Advertiser's Guarantee Company of Chicago. That concern is attempting to carry out your ideas most effectively, although it may be uphill work. Surely you ought not to throw any bricks at them. We are proud to help on the good work, even if Mr. Lawson's big dailies are advertised at the same time. We can not yet understand why it is that so many newspapers fight the American Newspaper Directory so fervently, unless a good many of them live in glass houses. We think the time is coming when the great advertisers of the country will absolutely demand that they shall know what the circulation of the newspaper is before they invest a cent in it. We hope the Little Schoolmaster will keep up the fight and hit the dodgers a little harder than ever, but don't strike at your friends. Yours truly,

H. E. BALDWIN.

AN ADVERTISER.

"Snobson has lots of money, has he not?"

"No. He had, but he spent it all advertising the fact."—*Truth.*

IN CHICAGO.

CHICAGO, Ill., July 15, 1897.

Editor of PRINTERS' INK:

A North Side druggist recently attracted a crowd to his windows by displaying there an old man of snow white mane, who did nothing more than tear strips of pink paper. All day a throng was lined up outside, men in the rear standing on tiptoes and elbowing to get nearer. The people eagerly watched every move the old man made, as he slowly, cautiously folded the long string of paper once, twice, thrice, and as he made a fourth fold they held their breath. Then he grasped the four times folded paper with his left hand and the crisis seemed near. Necks were craned recklessly. Relentlessly the muscles tightened on the pink strip—with a lateral wrench he tore the paper, and, turning the other edge about, he tore that also. He patiently, painstakingly continued turning first one edge and then the other, tearing the strip as school-boys tear notes—into long, jagged strings they call cat stairs—doing it as most people do not tear paper, carefully and methodically. An ever-renewing, dissolving crowd was kept waiting for the trick or what-not that was expected, and, although a few turned away impatient and disgusted, the others stayed, and these caught passers-by like a human amalgam. The other exhibits of men juggling heavy weights, making shoes or cigars, did no better than this man, who attracted hundreds to his placards of tooth paste and soaps by merely having a man of odd appearance tearing paper.

C. A. M.

THE WILY SOLICITOR.

Two solicitors go to an advertiser with propositions of equal merit. One is well known to him, the other is not. What chance has the stranger of securing a contract, provided only one is to be given? Absolutely none. He may be as suave and oily as he pleases; he may be a past master in oratory, logic and argument; he may represent a paper of surpassing merits; but all his abilities will not give the advertiser confidence to rank him with the known friend—the old acquaintance. Even reduced to the old principle of "it is better to deal with the devil you know than the devil you don't know," the solicitor who has an acquaintance among advertisers has a distinct advantage over the one who has not. New men have got to "know the ropes" before they can be of efficient service. They have to study advertisers as they would study books. They must learn the most convenient hours to call, the best line of talk to suit different people, the time when they may talk *ad libitum*—the time when they had best be silent. And this kind of education costs time and patience and money. It is not acquired in a day, a week, a month or a year, although every visit the solicitor may be making a better impression and getting better acquainted with the advertiser.—*National Advertiser.*

WHAT HE BELIEVES.

I do not believe there is a general advertiser in the country who can tell exactly what mediums are paying the best. There are a good many incidental advertisers like Fairbank's Soap who are doing eight or ten million dollars' worth of business a year and spending four or five hundred thousand dollars for advertising, that know a good bit less about it than the proprietary medicine man. *H. L. Kramer, in Adv'g Experience.*

NOTES.

"A TALK WITH THE HOME SEEKER," just prepared by the Advertisers' Agency, of Philadelphia, is a pretty specimen of real estate advertising.

THE Railway Advertising Co., of New York, of which Hugh J. Grant was practically owner, has passed into the hands of M. Wineburgh & Brother.

G. H. E. HAWKINS, late advertising manager for the Stearns bicycle of Syracuse, N. Y., is now engaged as New York representative of *Four O'clock*, of Chicago.

THE Portsmouth, Ohio, *Tribune* is said to be the first newspaper in the United States to have used the word *Tribune* in its title. It was established in 1836 under the name of the *Scioto Tribune*.

JOHANN HOFF has issued a very convenient form of ink well, in the shape of the Malt Extract bottle, on a small scale. The ink well is useful as well as reminding the physician of the efficacy of the Malt Extract. —*Pacific Medical Journal.*

IN the city of Mexico the Department of Fomento, Colonization and Industry has compiled a list of the newspapers of Mexico. This statement shows that the total number of newspapers in the republic is 366. Of this number ninety-two are published in the city of Mexico. Thirty-five are published daily, 169 weekly and the remainder are monthly and semi-monthly.—*Newspaper Maker.*

THERE must be a number of eccentric geniuses among country editors. The *Saturday Bee*, of Hutchinson, Kansas, announces under its heading: "This Paper Does Not Look to the Ground Hog for its Weather, nor to a Political Convention for its Creed." The Archie *Advance*, of Archie, Missouri, announces its subscription rates as "1 year, 50 cents; 100 years, 50 dollars. We pay the freight."

A. H. OLNEY, of Gibson, a suburb of Corning, N. Y., left for Denver last evening to be married. He had been cured by a patent medicine of some ailment, and had written a testimonial to that effect, which the proprietors of the remarkable cure had used as an advertisement, accompanied by a large picture of Mr. Olney. He got a letter from a Denver woman, who said, judging from his picture, she would like to marry him, stating that she had a fortune of $40,000. After some correspondence she became impatient, and again wrote to Mr. Olney, inclosing $75 for him to come on at once and get married. —*N. Y. Journal.*

CHANCE TO SOME EXTENT.

Advertising to a great extent is chance. While the general result of an appropriation may be highly satisfactory, it is safe to say that many items in the total expenditure have been spent without receiving adequate returns. Of course, the better an advertising manager's judgment and the more experience he has had, the less chaff will he naturally buy with his wheat.—*Advertising Experience, Chicago.*

WHAT SHE WANTED.

"A basket of patent medicines! What on earth have you got 'em for?"

"Ma's going to take 'em. She wants to get her pictur' in the papers."—*London Truth.*

A GUNSMITH should aim to please the public in his ad.

IT IS RESENTED.

People who travel between New York and Washington resent the almost continuous line of advertisements which faces them as they look out of the car windows. The scenery between the two cities, although not striking, is in certain seasons peculiarly restful on account of its depth of color and the richness of its foliage, but the charm is almost destroyed by the obtrusive and vulgar signs which flash before the eye. In England the same problem is presented—the problem of preserving natural scenery from the ravages of those who would use it for all sorts of commercial purposes. Prof. Bryce, in a recent speech at Aberdeen, said that there were three deadly enemies to fine scenery—advertisements, especially of patent medicines; commercial companies and railways. He enumerated several beautiful falls which have been practically destroyed by the building of manufactories in their immediate vicinity. The building of railroads is often devastating, for the time being at least, but nature is quick to repair, and, except in rare cases, she takes the railroad in hand as soon as it is built, and begins to cover up the destructive work of the engineers. The advertisement is, however, a glaring and unnecessary disfigurement. The railroad is sometimes not only a public convenience but a public necessity; the advertisement is always a matter of private interest.—*The Outlook.*

WHILE THE CUSTOMER WAITS.

Young Isaacs—Dis dollar-bill is goodt but de oder von is bad, undt dat is all der money he has.

Isaacs—Vell, let him haf der two-dollar goat. Better ve lose half der brofit as miss der sale.—*Puck.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

GOOD n'w'p'r man wants good job; good wages preferred. "COMPETENT," Printers' Ink.

CANADA stamps cashed, 5 % discount, used bought. WM. R. ADAMS, 7 Ann St., Toronto.

PERFECT half-tone cuts, 1 col., $1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Printers to try our half-tones. 1 col., $1, 2 cols., $2. BUCHER ENGRAVING CO., Columbus, Ohio.

I WANT to buy well-established country weekly newspaper, within short distance of New York City. "C. A.," 830 6th Ave.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

ENERGETIC ad solicitors wanted in every business center of the United States by leading trade journal. P. O. Box 1053, New York City.

ADVERTISER'S ADVISER avoids risk and booms business. Particulars free. PROF. ANDERSON, P. I. 47, Masonic Temple, Chicago.

ATTENTION, adwriters. We want pamphlet (8 to 16 pp., 6x4) written. Send terms per p. "PROPRIETARY MEDICINES," P. O. Box 700, N.Y.

STREET FAIR GUIDE—$500 adv't'g to be placed. Regularly ordained adv't'g agents, write to us at once. STREET FAIR PUB. CO., Ashtabula, O.

PUBLISHERS of newspapers who wish to own a handsomely bound set of the complete works of Charles Dickens can get information on the subject by addressing EDWIN F. GRAY, publisher of *American Literary Visitor*, Rahway, N. J.

WANTED—Advertisers to know that the NEWS, Sunday and Weekly, has been in existence for 15 years. Sunday, 2 cents a copy; weekly, 50 cents a year. Reaches best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

BUSINESS manager, of 18 years' experience in daily, weekly and monthly publications, will be open for engagement about Sept. 1st. Understands the publishing business in all its departments, including the mechanical. Unexceptionable references. Address "F. M.," care Printers' Ink.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press Clippings for trade journals; all subjects; best facilities.

SPECIAL AGENTS.

THE papers represented by H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative. have the consideration of reliable advertisers.

STEREOTYPING MACHINERY.

POTTER JOB STEREOTYPING OUTFIT saves big money, pays for itself in 90 days. Every big printing office should have one. Booklet free. B. F. CURTIS, 150 Worth St., New York.

BOOKS.

MAMMOTH CAVE—A new manual of this wonderful cave just issued, with 43 illustrations and map. Price, paper, 50c.; cloth, $1, by mail. JOHN P. MORTON & CO., Pubs., Louisville, Ky.

MISCELLANEOUS.

ANY boy can make good money retailing Dixiana Root Beer. Large profits made, no capital required. This is no "fake" or you would not see it in PRINTERS' INK. DIXIANA MEDICINE CO., Sheffield, Ala.

FOR RENT.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are well lighted and the pleasantest offices in the building. Size of large room, about 20x24; smaller, 10x15. If wanting such offices call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ELECTROTYPES.

SETTING advertisements to make them stand out and furnishing one or more electrotypes of same is a line in which I am unapproached by any other printer. The magazines each month contain numerous samples of my work. Let me set your next adv., whether it be for an inch or a page. I can suit you. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y. City.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'td, 10 Spruce St., New York. Special prices to cash buyers.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

EVERY man with a business needs cuts to boost it. We make the kind that print well. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

STRIKING illustrations—cuts that print well—attractive ads. Write for specimens. CHICAGO PHOTO ENGRAVING CO., 79-81 5th Ave., Chicago.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

THROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 201-213 East 12th St.)

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. 271 Broadway, New York.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

THE TIMES-UNION has been the magic key in the hands of a great many advertisers with which they have opened the pocket-books of many customers. This is a key that every business man can use if he so desires. JOHN H. FARRELL, editor and proprietor, Albany, N. Y.

FOR SALE.

BEST of reasons for selling prosperous New England job office. Write for particulars to-day to "L. D." care Printers' Ink.

FOR SALE—Some stock in large corporation, with best of prospect. A man to help manage preferred. Address "M. D.," Printers' Ink.

FOR SALE—2,000 humorous electros at 10c. per pound (worth 10c. per square inch). Also $50 worth of chalk plates at about one-half price. E. L. STRATTON, Denver, Colo.

PAYING weekly newspaper and job office in Pa. town. No competitor. A1 Cottrell cylinder, folder, 30-in. power cutter, jobber, new type, etc. A grand opportunity. "SNAP," Printers' Ink.

FOR SALE—Cottrell & Babcock drum cylinder press, 32x50 bed, air springs, tapeless delivery, geared sliders, hinged roller frame, prints 1,600 an hour. Dexter folder attached. Both cost $2,550. Will sell for $700, or press alone $600. It's a rare bargain. ROME SENTINEL CO., Rome, N.Y.

FOR SALE—A paying Democratic semi-weekly paper, situated in a growing Ohio town of 10,000 population. The paper is in a thrifty condition, has a large subscription list and a good plant. Was secured by present owners among other properties transferred in a business transaction, and will be sold right. For further particulars address "ESTATE," care Printers' Ink.

RECEIVER'S SALE—By order of Superior Court of Pierce County, State of Washington, I will, on Tuesday, August 10th, 1897, sell to the highest cash bidder all of the property of the Ledger Publishing Company, of Tacoma, Washington, including good-will, Associated Press franchise, printing presses, typesetting machines, office fixtures, book accounts and all the property of every kind and description of said company. O. B. HAYDEN, Receiver.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADVERTISEMENT CONSTRUCTORS.

"ASK LEWIS ABOUT IT."

CLARENCE F. CHATFIELD, 179 Front St., Owego, Tioga Co., N. Y.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

R. L. CURRAN, Ads. Illustrations, Booklets, Photographs. 150 Nassau St., New York.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Phila.

"ASK LEWIS ABOUT IT" when your ads need a doctor. THE ADVERTISERS' AGENCY, 923-925 927 Chestnut St., Philadelphia.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

CHARLES J. SHEARER, for eight years advertising manager for Strawbridge & Clothier, Philadelphia, is now giving his entire attention to the planning, writing and placing of advertising for retailers, large and small. Write him, President THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia. Branches, Buffalo and Detroit.

MEDICAL AND DRUG ADVERTISERS desiring to escape the worry of advertising detail, and to have their advertising done with the maximum of effectiveness, should consult E. St. Elmo Lewis, Manager THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Philadelphia. Mr. Lewis has entire charge of the advertising of the H. K. Mulford Co., Phila., and refers by permission to H. K. Wampole & Co., Phila., and to Strong, Cobb & Co., Cleveland, O. This Agency is the only agency in the world that has an expert in each line of advertising and conducts its business on the principle that the Agency is its client's advertising department. Write for terms, samples or advice.

MY CONFIDENTIAL SYMPTOM BLANK (Copyrighted, 1897) is intended to elicit from business men information which will enable me to write valuable letters of criticism, advice and suggestion on their advertising and their business generally.

There is no charge for the blank and only a reasonable fee for my criticism and advice. I know of no case in which, with the help of the Symptom Blank, I have not been able to render services worth many times my charge.

I give frank, friendly, honest criticism. I find the weak spots and tell how to strengthen them. I point out ways of cutting off useless expenditures. I show how useful expenditures can be made more useful.

I don't care how much or how little you advertise; or how much or how little you know about advertising—I can help you. It will do you good to "swap" ideas and to have the plain truth told you by a man who doesn't care a continental whether you like it or not.

An honest opinion is mighty hard to get nowadays, especially when it's not flattering to the man who asks for it. You can get flattery from your office-boy and your typewriter. They're afraid to give an honest opinion for fear of losing their jobs.

I will probably tell you a lot of wholesome, unpleasant truths.

They will be worth money to you.

Send for the blank.

CHARLES AUSTIN BATES,
Vanderbilt Building, New York.

PICTURES, with an ad in them—they are Brill's. THE ADVERTISERS' AGENCY, Philadelphia, Buffalo, Detroit. Send for prices and samples.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

FOR $10 I will write 6 trade paper ads, and if they are not considered by you better than the ones you are using, I will refund your money. How's that for a fair proposition? Retail ads $1 each, 10 for $7.50. CHARLES A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

A BUSINESS THAT GROWS HAS MERIT IN IT. Every advertiser will admit that an advertising agency that grows must give exceptional service to its clients.

Our Agency always has grown.

First, we had Mr E. St. Elmo Lewis, our General Manager, who is an expert adwriter and advertising adviser.

The business grew.

Then came Geo. R. Brill, the well-known business artist and contributor to *Puck*, *Judge* and *Life*, and designer of the best street car cards ever used in this country.

And the business grew more.

Then we found that our plan of individual service required the office aid of another expert head.

We then called upon Mr. Charles J. Shearer, advertising manager of Strawbridge & Clothier, of this city, who had been one of our general advisers, to accept a permanent place in our office force. On the first day of July last Mr. Shearer accepted the presidency of the Agency, with the special duty of looking after the booklet, folder, newspaper and catalogue advertising of retail merchants. Mr. Shearer will also give special attention to advising mail order advertisers.

Mr. Lewis will retain his old position of general manager, and will give his attention to medical, drug and optical advertising, in which he has had the greatest success, and will advise wholesalers and general advertisers.

This is the only Agency in the world that gives expert service by recognized experts in all lines to the individual advertiser.

THE ADVERTISERS' AGENCY, Penn Mutual Bldg., Phila. Branches, Buffalo and Detroit.

TO THE KLONDIKE FORTUNATES.

The discovery of immeasurable wealth in the Klondike gold deposits of the Far North has created a new factor in the world of business.

Men who last year had nothing have jumped at a single bound from poverty to great riches.

Their wealth is not tied up in houses or stocks or bonds.

It is in the shape of glittering, alluring gold, and millions of eyes are cast covetously toward it.

What are these fortunate men, many inexperienced in business affairs, going to do with all their cash?

Are they going to bring back to civilization the gold that has been wrung from the frozen earth at the cost of great personal sufferings and privations, and invest it in uncertainties at the suggestion of the visionary schemers and sharks who will haunt their footsteps at every turn?

The getting of money is hard enough, but the task of keeping it is ten times as hard.

We believe that this advertisement will be read by at least one of the lucky ones who has come back from the Klondike region, loaded down with riches.

We believe it will be to the advantage of these new capitalists to write us about the profitable investment of their yellow gold.

We are sure that, if they go into any legitimate business enterprise, we can help them with their advertising.

Experienced business men find that it calls for their utmost efforts and for the exercise of great caution to secure a fair return these days for any investment they can make.

How can the inexperienced hope to keep what they now have without the wise counsel and guiding hand of reputable and reliable business promoters?

We take this method of inviting the Klondike fortunates to write us about the investment of their gold.

MOSES & HELM, Business Promoters, Writers and Illustrators of Advertising, Designers and Engravers for Advertisers, 111 Nassau Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.

NEW YORK, JULY 28, 1897.

THE people who know least about advertising are the most cocksure.

THE best book on advertising is one's own volume of personal experience.

A STYLE of advertising that makes one man a millionaire may utterly ruin another.

THERE is a golden mean between extreme brevity and extreme prolixity in advertisement writing.

THE advertising which made one line of business pay may be of little use or value in other lines, or even to another advertiser in the same line.

NO EFFORT should be spared in making announcements attractive, but the effort should not be apparent in the advertisement itself when it is printed.

AN announcement that is only fairly good, but is persistently used, will probably bring far greater returns than one that is excellent, but appears but seldom.

THE quiet, dignified tone gets speedy and respectful attention, while the blustering, screaming one meets with but scant courtesy. This is as true in advertising as anywhere else.

IT is not so much that the advertiser has good ads or good mediums or good positions. Unless a definite, vigorous plan lies behind all these, much of their good effect will be dissipated. It is by the combination and intelligent direction of all these forces that success in advertising is to be obtained.

WOMEN buy almost all the goods sold by advertising. Why should not women make good adwriters?

THE most original advertiser is one who, making no pretense to originality, uses the same means as other advertisers, and by their use secures better results. It is more important that an ad sell goods than that it be very dissimilar from others.

THE best advertisement is frequently found to be the one which most people would condemn as bad, simply because these people are unacquainted with the local conditions, upon a knowledge of which the success of most advertising hinges.

THE substitution problem is a far broader one than many who are agitating it imagine. It has many sides, many phases. All these must be considered in any measures looking to the extinction of the evil. The problem is as far from solution to-day as it ever was.

THE Little Schoolmaster would like to examine, with a view to purchase, articles of about 300 words on any interesting phase of advertising. For such as can be used, prompt payment will be made, while those that prove unavailable will be sent back with equal expedition if stamps are inclosed. Short editorial paragraphs and good advertising jokes are also in demand.

THE September edition of the American Newspaper Directory will contain, in Part II., a complete list of all newspapers and periodicals in the United States and Canada accorded a circulation of 1,000 and upwards. The number of these publications is 5,858. The June, 1897, edition contained only 5,545. This appears to indicate that times are improving. It also shows that the number of newspapers that appreciate the value of a rating in the Directory is constantly increasing.

MY experience has taught me that quantity of circulation has no value unless coupled with quality. I believe that the two are wedded in the *News*. Then, again, I am of the opinion that, considering all things—price, circulation, standing and drawing powers—the *Daily News* is the cheapest advertising medium in Chicago.—*Philip A. Conne.*

SAYS a writer in *Business:*

Get out around and among people. To be successful in advertising means not only the use of your head, but also of your legs and mouth, to hear and see what is going on in the great outside world of advertising affairs.

This is a new wrinkle in anatomy. Hearing with the legs and seeing with the mouth ought to entitle a man to a good fat job in a dime museum.

LITERARY ability is the least of the elements that go to make a good advertiser. The first qualification is that the prospective adwriter should have the faculty of reading his kind. In addition he should be an excellent business man—with good judgment and common sense. These qualifications are indispensable, while the mere literary ability can be secured by the occasional employment of a man who can wield the pen.

AN advertiser who is about to expend a very large sum will probably get returns even if his announcements are not of the class generally considered good. The very momentum of great expenditure carries him along. No one would consider the Hood announcements good; yet, tested by results, they are among the most profitable advertising of the day. This is due, no doubt, to the fact that the public is never allowed to forget them.

A SPARK of humor in an advertisement is an excellent thing, putting the reader in a receptive mood. The only trouble is that few people have the ability of injecting it. When the ordinary merchant makes the attempt he produces something that disgusts by its crudeness and horsiness. In such cases it were best not to make the attempt. Unless the humor bubbles up spontaneously, it will have a strained effect that is far from attractive.

NO doubt the persistent use of one's catch-line is a good thing and to be commended; but it may, once in a while, put one in a ridiculous position. Recently, Geo. C. Flint & Co., the New York furniture men, had an advertisement in the *Herald*, telling how "in less than a month Oriental rugs will go up the tariff staircase with a bound, and the price-landings reached will be from 40 to 100 per cent higher than before. They will then be hard to procure. But these are days of grace and opportunity. Until the duty is exacted, every Oriental on our seventh floor will remain at 'low tariff' figures."

Then followed the catch-line: "Buy of the Maker."

SIMPLICITY is the first essential of a good advertisement.

IT would be a curious and not uninteresting experiment for somebody to collect the opinions of ordinary people on what is generally termed the Beardsley style of poster. However much students of art may rave about its artistic possibilities and development, it is doubtful whether the common people have ever understood it, or have ever been much interested in or attracted by it. At the same time, these people have shown instant appreciation of ordinary artistic illustrations, such as the Wool Soap babies. The moral would appear to be to utilize posters which the public can understand.

THE question how undertakers can advertise judiciously and attractively without hurting the sensibilities of people at a time when these sensibilities are most acute, has often been discussed in PRINTERS' INK. Mr. Fithian S. Simmons, an undertaker, of Camden, N. J., seems to have solved the problem to some extent. Mr. Simmons issues a booklet advertising his business, in which he talks cogently and convincingly of such matters as the general conduct of an undertaking business—manufacture (of coffins), facilities, show room and charges. The pamphlet is illustrated by half-tones of his establishment, which appears to be a pretty and luxurious one. The whole booklet leaves an excellent impression of the establishment.

BEFORE Mr. Arthur Lamalice, the advertising manager of the *La Presse* newspaper of Montreal, assumed his present position, he was a successful adwriter in independent business in that city, doing most of his work in French. His labors in this direction resulted in his coming into constant contact with *La Presse*, and eventually becoming its advertising manager. Mr. Lamalice is an enthusiastic admirer of PRINTERS' INK, and possesses a complete bound set of the Little Schoolmaster. He has, he says, put into practice many of its suggestions. Recently an editorial appeared in these columns stating that *La Presse* has undoubtedly the largest daily circulation in Canada. To this notice Mr. Lamalice ascribes the ease with which he secured a certain large advertising contract for his paper during the time he was in New York.

As to waste of circulation

Did you ever notice the papers — half-read or only glanced at — thrown away on street cars, ferryboats and trains?

Advertising in these papers pays in spite of so much wasted circulation.

It would pay much better if every copy was read in full.

It is almost strictly true that every line in the local weekly is read by every member of every subscriber's household.

Advertising in such a medium ought to pay, and it is our experience that it does yield phenomenal returns.

If you want to know more about it, it is our business and will be our pleasure to make estimate and furnish information.

Chicago Newspaper Union

10 Spruce Street, New York
93 So. Jefferson St., Chicago

The great Middle West contains the rural communities most valuable to the advertiser. An advertisement is inserted in all the 1,500 papers of the Chicago Newspaper Union lists, covering this territory, as easily as in any single paper anywhere.

GLEANINGS FROM ADVANCE SHEETS OF THE AMERICAN NEWSPAPER DIRECTORY FOR SEPTEMBER, 1897.

The Anniston, Ala., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Anniston or in Calhoun County.

The Athens, Ala., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Athens or Limestone County.

The largest circulation accorded to any daily paper in the city of Birmingham or Jefferson County or in the Ninth Congressional District or in the State is credited to the Birmingham, Ala., *Daily News*, and it is the only daily in the State making a report in actual figures—viz., 7,285.

No other paper of any sort published in the city of Birmingham or in Jefferson County or in the Ninth Congressional District has so large a circulation as the Birmingham, Ala., *Weekly State Herald*. No other paper in the whole State is accorded a larger circulation.

No other religious paper in Alabama (and there are more than a dozen of them) is accorded so large a circulation as is credited the Birmingham, Ala., *Christian Advocate*—viz., 6,600.

No other monthly published in Alabama is credited with so large a circulation as is accorded to the Birmingham, Ala., *Great South*.

The circulation credited to the Cullman, Ala., *People's Protest* is the largest accorded to any paper published in Cullman or in Cullman County.

The Dothen, Ala., *Wire Grass Siftings*, a weekly, is the only paper published in Dothen, which has a population of 2,815. Its circulation is the largest accorded to any paper published in Henry County.

The circulation credited to the Florence, Ala., *Times* is the largest accorded to any newspaper published in Florence or in Lauderdale County or in the Eighth Congressional District. It is the only paper in the county which has its circulation stated in actual figures—viz., 1,600.

The Fruithurst, Ala., *Reporter*, semi-monthly, is credited with the largest circulation accorded to any paper in Cleburne County or in the Fourth Congressional District.

The circulation credited to the Gadsden, Ala., *Times-News* is the largest accorded to any newspaper published in Gadsden or in Etowah County or in the Seventh Congressional District. There is but one other weekly in the entire State published outside the large cities of Birmingham, Mobile and Montgomery which has credit for so large a circulation.

The Mobile, Ala., *Register*, daily and weekly, is the only paper published in Mobile or in the First Congressional District which is accorded a circulation of more than 1,000 copies. The circulation of the daily is exceeded by but one other daily in the entire State.

The circulation credited to the Montgomery, Ala., *Advertiser*, daily and weekly, is the largest accorded to any newspaper of any sort published in Montgomery or in the county or in the Second Congressional District. The circulation of the daily is exceeded by but one other daily paper in the whole State. The circulation of the weekly is not exceeded by any other paper of any sort published in Alabama.

The circulation credited to the Montgomery, Ala., *Ala. Baptist* is the largest with but one exception accorded to any religious paper in the entire State, and there are a dozen of them.

The circulation credited to the Oneonta, Ala., *News Dispatch* is the largest accorded to any paper published in Blount County.

The circulation credited to the Opelika, Ala., *Industrial News*, weekly, is the largest accorded to any paper published in Opelika or in Lee County or in the Third Congressional District. The circulation accorded to the weekly is not exceeded by any other paper in the entire State published outside the cities of Birmingham, Mobile and Montgomery.

The circulation credited to the Scottsboro, Ala., *Progressive Age* is the largest accorded to any paper published in Scottsboro or in Jackson County.

The Phœnix, Ariz., *Herald*, daily, is credited with the largest circulation accorded to any paper published in Phœnix or in the entire State.

The Prescott, Ariz., *Courier*, weekly, is accorded the largest circulation of any paper published in Prescott or in Yavapai County. It has the largest circulation of any weekly in the State.

The Batesville, Ark., *Guard*, weekly, is accorded the largest circulation of any paper in Batesville or in Independence County or in the Sixth Congressional District.

The Bentonville, Ark., *A. O. U. W. Guide*, monthly, is credited with the largest circulation accorded to any paper in Bentonville or in Benton County. With but one exception it has the largest circulation of any monthly in the State.

The Camden, Ark., *Beacon* is credited with the largest circulation accorded to any paper in Camden or in Ouachita County.

The Clarksville, Ark., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Clarksville or in Johnson County.

The Conway, Ark., *Log Cabin*, weekly, is credited with the largest circulation accorded to any paper in Conway or in Faulkner County.

The El Dorado, Ark., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in El Dorado or in Union County.

The Fort Smith, Ark., *Elevator*, weekly, is credited with the largest circulation accorded to any paper in Fort Smith or in Sebastian County or in the Second Congressional District. With but one exception it has the largest circulation of any weekly in the State.

The circulation credited to *Morgan's Buzz Saw*, a monthly, at Hardy, Ark., is the largest accorded to any paper of any sort in Hardy, or in Sharp County or in the State. It is the only monthly in the State making a report in actual figures, viz., 11,2 4.

The Hot Springs, Ark., *Thomas Cat*, a weekly, is credited with the largest circulation accorded to any paper in Hot Springs or in Garland County.

The Jonesboro, Ark., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Jonesboro or in Craighead County.

The Little Rock, Ark., *Gazette* is credited with the largest circulation accorded to any daily paper in Little Rock, in Pulaski County, in the Fourth Congressional District or in the State.

The Little Rock, Ark., *Arkansas Methodist*, weekly, is credited with the largest circulation accorded to any weekly in Little Rock or in the county or in the State.

The Magnolia, Ark., *Columbia Banner*, weekly, is credited with the largest circulation accorded to any paper in Magnolia or in Columbia County or in the Third Congressional District.

The Pine Bluff, Ark., *Press Eagle*, weekly, is accorded the largest circulation credited to any paper in Pine Bluff or in Jefferson County.

The Walnut Ridge, Ark., *Telephone*, weekly, is accorded the largest circulation credited to any paper in Walnut Ridge or in Lawrence County. It has the largest circulation of any weekly in the First Congressional District.

The Bakersfield, Cal., *Californian*, weekly, is credited with the largest circulation accorded to any paper in Bakersfield or in Kern County.

The Colusa, Cal., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Colusa or in Colusa County.

The Eureka, Cal., *Humboldt Times*, daily and weekly, is credited with the largest circulation accorded to any papers in Eureka or in Humboldt County. Its daily has the larg-

est circulation of any daily paper in the First Congressional District.

The Fresno, Cal., *Republican*, daily, is credited with the largest circulation accorded to any paper in Fresno or in the county. No other paper in the Seventh Congressional District has a larger circulation.

The Fresno, Cal., *Expositor* is credited with the largest circulation accorded to any semi-weekly in Fresno, in Fresno County or in the State.

The Los Angeles, Cal., *Times*, daily, is credited with the largest circulation accorded to any paper in Los Angeles or in the county or in the Sixth Congressional District. Outside the city of San Francisco no other daily in the State has so large a circulation.

The Los Angeles, Cal., *Herald*, Sunday, is credited with the largest circulation accorded to any weekly paper in Los Angeles or in the county or in the Sixth Congressional District.

The circulation credited to the Los Angeles, Cal., *Land of Sunshine* is the largest accorded to any monthly in Los Angeles or in the entire State outside the city of San Francisco.

The Marysville, Cal., *Appeal*, weekly, is credited with the largest circulation accorded to any paper in Marysville or in Yuba County.

The Modesto, Cal., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Modesto or in Stanislaus County or of any weekly in the Seventh Congressional District.

The Nevada City, Cal., *Transcript*, daily, is credited with the largest circulation accorded to any paper in Nevada City or in the county.

The Oakland, Cal., *Tribune* is credited with the largest circulation accorded to any daily in Oakland or in Alameda County or in the Third Congressional District. With but one exception it has the largest circulation of any daily in the State outside of the city of San Francisco.

The *Signs of the Times*, a weekly, at Oakland, Cal., is credited with the largest circulation accorded to any paper in Oakland or in Alameda County. No other paper of any sort in the State outside the city of San Francisco has so large a circulation, and but one weekly in the whole State exceeds it.

The Oakland, Cal., *Sabbath School Worker* is credited with the largest circulation accorded to any monthly in Oakland or in Alameda County.

The Pomona, Cal., *Progress*, weekly, is credited with the largest circulation accorded to any paper in Pomona or in Los Angeles County outside of the city of Los Angeles.

The Red Bluff, Cal., *News*, weekly, is credited with the largest circulation accorded to any paper in Red Bluff or in Tehama County.

The Redding, Cal., *Searchlight*, weekly, is credited with the largest circulation accorded to any paper in Redding or in Shasta County.

The Redlands, Cal., *Citrograph*, weekly, is credited with the largest circulation accorded to any paper in Redlands or in San Bernardino County. It is the only paper in the county making a report in actual figures, viz., 1,350.

The Riverside, Cal., *Enterprise*, daily, Sunday and weekly, is credited with the largest circulation accorded to any paper in Riverside or in the county.

The Sacramento, Cal., *Bee* is credited with the largest circulation accorded to any daily in Sacramento or in the county or in the Second Congressional District.

The Sacramento, Cal., *Record Union*, weekly, is credited with the largest circulation accorded to any paper in Sacramento or in the county or in the Second Congressional District.

The San Diego, Cal., *Bee*, daily, is credited with the largest circulation accorded to any paper in San Diego or in the county. No paper in the Seventh Congressional District has a larger circulation.

The San Francisco, Cal., *Examiner* is credited with the largest circulation accorded to any daily in San Francisco, the Fourth Congressional District or in the State.

The San Francisco, Cal., *Examiner*, Sunday, is credited with the largest circulation accorded to any paper in San Francisco or in the Fourth Congressional District or in the State.

The San Francisco, Cal., *Examiner* is credited with the largest circulation accorded to any weekly in San Francisco, the Fourth Congressional District or in the State.

The San Francisco, Cal., *Bulletin*, daily, is credited with the largest circulation accorded to any evening paper in San Francisco or in the State.

The San Francisco, Cal., *Revista Hispano Americana* is credited with the largest circulation accorded to any monthly in San Francisco or in the State.

The San Jose, Cal., *Mercury*, daily, is credited with the largest circulation accorded to any paper in San Jose or in Santa Clara County or in the Fifth Congressional District.

The San Jose, Cal., *California Prohibitionist* is credited with the largest circulation accorded to any weekly in San Jose or Santa Clara County.

The San Jose, Cal., *Fanciers' Monthly* is credited with the largest circulation accorded to any monthly in San Jose or in Santa Clara County.

The Santa Barbara, Cal., *Independent*, daily, is credited with the largest circulation accorded to any paper in Santa Barbara or in the county.

The Santa Rosa, Cal., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Santa Rosa or in Sonoma County or in the First Congressional District.

The Stockton, Cal., *Mail*, daily and weekly, is credited with the largest circulation accorded to any papers in Stockton or in San Joaquin County.

The Ventura, Cal., *Independent*, weekly, is credited with the largest circulation accorded to any paper in Ventura or in the county.

The Woodland, Cal., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Woodland or in Yolo County.

The Buena Vista, Col., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Buena Vista, Chaffee County or in the Second Congressional District. It has the largest circulation of any weekly in the State outside the city of Denver.

The Colorado Springs, Col., *Telegraph*, daily, is credited with the largest circulation accorded to any paper in Colorado Springs or in El Paso County. It has the largest circulation of any daily in the Second Congressional District.

The Denver, Col., *Rocky Mountain News*, daily, is credited with the largest circulation accorded to any paper in Denver or in Arapahoe County or in the First Congressional District or in the State.

The Denver, Col., *Evening Post* is credited with the largest circulation accorded to any evening paper in Denver or in the State.

The Denver, Col., *Cycling West* is credited with the largest circulation accorded to any weekly in Denver or in the State.

The Denver, Col., *Pacific Woodman* is credited with the largest circulation accorded to any monthly in Denver or in the State.

The Fort Collins, Col., *Express*, weekly, is credited with the largest circulation accorded to any paper in Fort Collins or in Larimer County.

The Grand Junction, Col., *News*, weekly, is credited with the largest circulation accorded to any paper in Grand Junction or in Mesa County.

The Greeley, Col., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Greeley or in Weld County.

The Montrose, Col., *Enterprise*, weekly, is credited with the largest circulation of any paper in Montrose or in the county.

The Pueblo, Col., *La Hermandad*, monthly, is credited with the largest circulation of any paper in Pueblo or in the county.

The Bridgeport, Conn., *Post*, daily, is credited with the largest circulation accorded to any paper in Bridgeport, Fairfield County or in the Fourth Congressional District.

The Bridgeport, Conn., *Union* is credited with the largest circulation accorded to any morning paper in Bridgeport or in Fairfield County or in the Fourth Congressional District. Its circulation is the largest of any morning paper in the State.

The Bridgeport, Conn., *Sunday Herald* is credited with the largest circulation accorded to any weekly paper in Bridgeport or in Fairfield County or in the Fourth Congressional District or in the State.

The Danbury, Conn., *Prescription* is credited with the largest circulation accorded to any monthly in the State.

The Hartford, Conn., *Times*, daily, is credited with the largest circulation accorded to any paper in Hartford or in the county or in the First Congressional District or in the State.

The Hartford, Conn., *Courant* is credited with the largest circulation accorded to any morning paper in Hartford or in the county or in the First Congressional District. The semi-weekly has the largest circulation of any semi-weekly paper in the State.

The Middletown, Conn., *Penny Press*, daily, is credited with the largest circulation accorded to any paper in Middletown or in Middlesex County.

The Moodus, Conn., *Advertiser* is credited with the largest circulation accorded to any weekly in Middlesex County.

The New Haven, Conn., *Union*, daily, is credited with the largest circulation accorded to any paper in New Haven or in the county or in the Second Congressional District. Its circulation is exceeded by but one other paper in the State.

The New London, Conn., *Day*, daily, is credited with the largest circulation accorded to any evening paper in New London or in the county or in the Third Congressional District.

The New London, Conn., *Telegraph*, daily, is credited with the largest circulation accorded to any paper in New London or in the county or in the Third Congressional District.

The Norwich, Conn., *Cooley's Weekly* is credited with the largest circulation accorded to any weekly in Norwich or in New London County or in the Third Congressional District.

The Rockville, Conn., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Rockville or in Tolland County.

The Waterbury, Conn., *Democrat* is credited with the largest circulation accorded to any daily in Waterbury.

The Waterbury, Conn., *Sunday Globe* is credited with the largest circulation accorded to any paper in Waterbury or of any weekly in New Haven County or in the Second Congressional District.

The Willimantic, Conn., *Chronicle* is the only daily published in Windham County, which has a population of 45,158. No other paper in the county has a larger circulation.

The Willimantic, Conn., *Journal* is credited with the largest circulation accorded to any weekly in Willimantic or in Windham County.

The Winsted, Conn., *Citizen* is credited with the largest circulation accorded to any daily in Litchfield County.

The Dover, Del., *State Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Dover or in Kent County.

The Laurel, Del., *Sussex Countian*, weekly, is credited with the largest circulation accorded to any paper in Sussex County.

The Wilmington, Del., *News* is the only morning paper published in the State.

The Wilmington, Del., *Republican*, daily, is credited with the largest circulation accorded to any paper in Wilmington or in New Castle County or in the State. It is the only daily in the State making a report in actual figures, viz., 6,300.

The Wilmington, Del., *Sunday Morning Star* is credited with the largest circulation accorded to any weekly paper in Wilmington, in New Castle County or in the State.

The Wilmington, Del., *Stars and Stripes* is credited with the largest circulation accorded to any monthly in the State.

The Washington, D. C., *Star* is credited with the largest circulation accorded to any evening paper in the District of Columbia.

The Washington, D. C., *Times*, morning and evening, is credited with the largest combined circulation accorded to any daily paper in the District of Columbia.

The Washington, D. C., *National Tribune*, weekly, is credited with the largest circulation accorded to any weekly paper in the District of Columbia.

The Washington, D. C., *Home Magazine* is credited with the largest circulation accorded to any paper in the District of Columbia.

The Avon Park, Fla., *Idea*, weekly, is credited with the largest circulation accorded to any paper in De Soto County. It has the largest circulation of any weekly in the First Congressional District.

The Gainesville, Fla., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Gainesville or in Alachua County.

The Interlachen, Fla., *Southern Ruralist*, a monthly, is credited with the largest circulation accorded to any paper in the State.

The Jacksonville, Fla., *Times-Union*, semi-weekly, is credited with the largest circulation accorded to any semi-weekly or weekly paper in Jacksonville or in Duval County.

The Leesburg, Fla., *Florida Christian Advocate* is credited with the largest circulation of any weekly in Leesburg or in Lake County or in the Second Congressional District or in the State.

The Ocala, Fla., *Florida Baptist Witness*, weekly, is credited with the largest circulation accorded to any paper in Ocala or Marion County. With but one exception it has the largest circulation of any weekly in the State.

The Tampa, Fla., *Times*, daily, is credited with the largest circulation accorded to any paper in Tampa or in Hillsboro County.

The Titusville, Fla., *Indian River Advocate*, weekly, is credited with the largest circulation accorded to any paper in Titusville or in Brevard County.

The Atlanta, Ga., *Constitution*, daily, is credited with the largest circulation accorded to any morning paper in Atlanta or the State.

The Atlanta, Ga., *Constitution*, weekly, is credited with the largest circulation accorded to any paper in Atlanta or in Fulton County or in the Fifth Congressional District or in the State.

The Atlanta, Ga., *Journal* is credited with the largest circulation accorded to any daily paper in Atlanta or in Fulton County or in the Fifth Congressional District or in the State.

The Atlanta, Ga., *Southern Homestead* is credited with the largest circulation accorded to any monthly in the State.

The Augusta, Ga., *Georgia Baptist* is credited with the largest circulation accorded to any weekly in Augusta or in Richmond County or in the Tenth Congressional District.

The Bainbridge, Ga., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in the Second Congressional District.

The Cartersville, Ga., *Courant American*, weekly, is credited with the largest circulation accorded to any paper in Cartersville or in Bartow County.

The Cordele, Ga., *Sentinel*, weekly, is cred-

American Newspaper Directory for (September) 1897

FOR 50 CENTS A LINE.

A publisher wishing to insert a statement in the *column with and following the description of his paper*, may do so at the nominal price of 50 cents a line, which price, if the order amounts to as much as $10, will include a copy of the Directory, to be delivered at his own office, all carriage expenses prepaid. An example is here shown:

EVENING EXPOSITOR, every evening except Sunday, and **SEMI-WEEKLY**, Mondays and Thursdays; democratic; daily four pages 20x26, semi-weekly twelve pages 15x22; subscription—daily $6, semi weekly $2.50; established—daily 1875, semi-weekly 1870; The Expositor Co., editors and publishers; circulation rating has varied from both daily and semi-weekly H in 1893 to daily K, semi-weekly L, in 1895. *Actual average during* 1896—*daily* **2,881**, *semi-weekly* **2,935**. *Advertisement.*—The EXPOSITOR is issued daily (except Sunday) and semi weekly. Daily is delivered by carriers throughout the colonies surrounding Fresno, and the larger towns in Fresno and adjoining counties; has the largest circulation of any paper in the San Joaquin Valley and is the best advertising medium in Central California. Rates and sample copies sent on application.

Small portraits or pictures of newspaper buildings will be inserted as heretofore for $10 each, the price including copy of book delivered free. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. It would appear that a publisher who owns an office building worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or width, and is subject to the approval of the Editor of the Directory. An example is here shown:



EVENING WISCONSIN, every evening except Sunday, and **WISCONSIN**, Saturdays; republican; eight pages 18x24; subscription—daily $6, weekly $1; established 1847; The Evening Wisconsin Co., editors and publishers; circulation—daily E, weekly E. Has varied from daily D, weekly C, in 1892, to daily E, weekly E, in 1895. *Actual average of daily during* 1896, **17,749.**

DISPLAY ADS.

Display advertisements may also be inserted in the letterpress portion, on the same page with or opposite the description of the paper. One page, $100; half-page, $50; quarter-page, $25. Display advertisements are accorded the best position remaining unsold at the moment the order is booked.

All orders are payable in cash when the book is delivered, but *five per cent may be deducted for cash with the order.*

A copy of the Directory will be sent free, carriage paid, to every advertiser whose order amounts to $10 or more in the book.

Circulation ratings are of necessity based upon issues for a time that is passed.

This is known and can be stated with absolute certainty.

The interest of the advertiser is centered, however, upon the issues that will be put forth for a time which is to come.

This information, stated upon the authority of a publisher, to follow immediately the description and rating of the paper, may be had as shown in previous column.

Such announcements in the American Newspaper Directory make the book more interesting and instructive, and the privilege of inserting them is valuable to every paper that possesses any particular merit that would thus attract the attention or interest of an advertiser.

ited with the largest circulation accorded to any paper in Dooly County or in the Third Congressional District.

The Dalton, Ga., *Argus* is credited with the largest circulation accorded to any weekly in Whitfield County.

The Gainesville, Ga., *Eagle*, weekly, is credited with the largest circulation accorded to any paper in Gainesville or in Hall County.

The Macon, Ga., *Telegraph*, daily and weekly, are credited with the largest circulations accorded to any papers in Macon or in Bibb County or in the Sixth Congressional District. The circulation of the daily is the largest of any daily in the State outside the city of Atlanta.

The Marietta, Ga., *Journal* is credited with the largest circulation accorded to any paper in Cobb County.

The Newnan, Ga., *Herald and Advertiser*, weekly, is credited with the largest circulation accorded to any paper in Newnan or in Coweta County or of any weekly in the Fourth Congressional District.

The Rome, Ga., *Hustler of Rome* is credited with the largest circulation accorded to any daily in Floyd County or in the Seventh Congressional District.

The Rome, Ga., *Courier*, weekly, is credited with the largest circu ation accorded to any paper in Rome or in Floyd County or of any weekly in the Seventh Congressional District.

The Savannah, Ga., *News*, weekly, is credited with the largest circulation accorded to any paper in Savannah or in Chatham County or in the First Congressional District.

The Boise City, Idaho, *Statesman* is credited with the largest circulation accorded to any daily paper in Boise City or in Ada County or in the State.

The Lewiston, Idaho, *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Lewiston, or in the county or in the State.

The Pocatello, Idaho, *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Pocatello or in Bannock County.

The Albion, Ill., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Edwards County.

The Aledo, Ill., *Times Record*, weekly, is credited with the largest circulation accorded to any paper in Aledo or in Mercer County.

The Anna, Ill., *Talk* is credited with the largest circulation accorded to any paper in Anna or in Union County. It has the largest circulation of any weekly in the Twenty-Second Congressional District.

The Beardstown, Ill., *Star*, weekly, is credited with the largest circulation accorded to any paper in Beardstown or in Cass County.

The Belleville, Ill., *Post und Zeitung*, weekly, is credited with the largest circulation accorded to any paper in Belleville or in St. Clair County. It has the largest circulation of any weekly in the Twenty-first Congressional District.

The Bloomington, Ill., *Pantagraph* is credited with the largest circulation accorded to any daily or weekly paper in Bloomington or in McLean County or in the Thirteenth Congressional District.

The Bloomington, Ill., *Home Circle*, monthly, is credited with the largest circulation accorded to any paper in Bloomington or in McLean County.

The Carmi, Ill., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Carmi or in White County or in the Twentieth Congressional District.

The Chester, Ill., *Clarion*, weekly, is credited with the largest circulation accorded to any paper in Chester or in Randolph County.

The Chicago, Ill., *News*, daily, is credited with the largest circulation accorded to any evening paper in Chicago or in Cook County or in the First, Second, Third, Fourth, Fifth, Sixth and Seventh Congressional Districts or in the State. It is one of only three English dailies in Chicago making a report in figures, viz., 204,724.

The Chicago, Ill., *Record* is credited with the largest circulation accorded to any daily paper in Chicago or in Cook County or in the First, Second, Third, Fourth, Fifth, Sixth and Seventh Congressional Districts or in the State. It is one of only three English dailies making a report in figures, viz., 205,580.

With but one exception the Chicago, Ill., *Journal* has the largest circulation accorded to any evening paper in Illinois.

The Chicago, Ill., *Drovers' Journal* is credited with the largest circulation accorded to any semi-weekly in Chicago or in the State.

The Chicago, Ill., *American Farmer* is credited with the largest circulation accorded to any semi-monthly in Chicago or in the State.

The Chicago, Ill., *Household Guest*, monthly, is credited with the largest circulation accorded to any paper of any sort in Chicago or in the State.

The Clinton, Ill., *Public*, weekly, is credited with the largest circulation accorded to any paper in Clinton or in DeWitt County.

The Danville, Ill., *Commercial* is credited with the largest circulation accorded to any daily in Danville or in Vermillion County.

The Danville, Ill., *News*, weekly, is credited with the largest circulation accorded to any paper in Danville or in Vermillion County.

The Decatur, Ill., *Review*, weekly, is credited with the largest circulation accorded to any paper in Decatur or in Macon County. It has the largest circulation of any daily or weekly in the Seventeenth Congressional District.

The DeKalb, Ill., *Review* is credited with the largest circulation accorded to any weekly in DeKalb or in the county.

The Edwardsville, Ill., *Intelligencer*, semi-weekly, is credited with the largest circulation accorded to any daily, semi-weekly or weekly paper in Madison County or in the Eighteenth Congressional District.

The Elgin, Ill., *Dairy Report* is credited with the largest circulation accorded to any weekly in Elgin or in Kane County or in the Eighth Congressional District.

The Fairfield, Ill., *Record*, weekly, is credited with the largest circulation accorded to any paper in Fairfield or in Wayne County.

The Freeport, Ill., *Bulletin* is credited with the largest circulation accorded to any daily or weekly paper in Freeport or in Stephenson County.

The Galena, Ill., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Galena or in Jo Daviess County.

The Galesburg, Ill., *Republican Register*, daily and weekly, is credited with the largest circulation accorded to any paper in Galesburg or in Knox County. It has the largest circulation of any daily paper in the Tenth Congressional District.

The Geneseo, Ill., *Republic* is credited with the largest circulation accorded to any weekly paper in Geneseo or in Henry County.

The Greenville, Ill., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Greenville or in Bond County.

The Harvard, Ill., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Harvard or in McHenry County.

The Havana, Ill., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Havana or in Mason County.

The Hillsboro, Ill., *News*, weekly, is credited with the largest circulation accorded to any paper in Hillsboro or in Montgomery County.

The Jacksonville, Ill., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Jacksonville or in Morgan County or in the Sixteenth Congressional District.

The Joliet, Ill., *News*, daily, is credited with the largest circulation accorded to any paper in Joliet or in Will County or in the Twelfth Congressional District.

The Joliet, Ill., *Das Volksblatt* is credited with the largest circulation accorded to any

weekly paper in Joliet or in Will County or in the Twelfth Congressional District.

The Kankakee, Ill., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Kankakee or in the county.

The Lacon, Ill., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Lacon or in Marshall County.

The La Harpe, Ill., *La Harper*, weekly, is credited with the largest circulation accorded to any paper in La Harpe or in Hancock County.

The Lanark, Ill., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Carroll County.

The Macomb, Ill., *By Stander*, weekly, is credited with the largest circulation accorded to any paper in Macomb or in McDonough County.

The Minonk, Ill., *News*, weekly, is credited with the largest circulation accorded to any paper in Minonk or in Woodford County.

The Moline, Ill., *Republican Journal*, daily, is credited with the largest circulation accorded to any paper in Moline. It has the largest circulation of any daily in Rock Island County.

The Monmouth, Ill., *Review*, daily, is credited with the largest circulation accorded to any paper in Monmouth or in Warren County.

The Monmouth, Ill., *Republican Atlas* is credited with the largest circulation accorded to any weekly in Monmouth or in Warren County.

The Monticello, Ill., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Monticello or in Platt County.

The Morris, Ill., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Morris or in Grundy County.

The Morrison, Ill., *Whiteside Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Morrison or in Whiteside County.

The Mount Carmel, Ill., *Register*, weekly, is credited with the largest circulation accorded to any paper in Wabash County.

The Mount Morris, Ill., *Gospel Messenger*, weekly, is credited with the largest circulation accorded to any paper in Mount Morris or in Ogle County. It has the largest circulation of any weekly in the State outside the city of Chicago.

The Mount Sterling, Ill., *Democrat-Message*, weekly, is credited with the largest circulation accorded to any paper in Mount Sterling or in Brown County.

The Neoga, Ill., *News*, weekly, is credited with the largest circulation accorded to any paper in Neoga or in Cumberland County.

The Oakland, Ill., *Ledger*, weekly, is credited with the largest circulation accorded to any paper in Oakland or in Coles County. It has the largest circulation of any weekly in the Nineteenth Congressional District.

The Olney, Ill., *Advocate*, weekly, is credited with the largest circulation accorded to any paper in Olney or in Richland County.

The Ottawa, Ill., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Ottawa or in La Salle County or in the Eleventh Congressional District.

The Pekin, Ill., *Freie Presse*, weekly, is credited with the largest circulation accorded to any paper in Pekin or in Tazewell County.

The Peoria, Ill., *Journal* is credited with the largest circulation accorded to any daily in Peoria or in the county or in the Fourteenth Congressional District.

The Petersburg, Ill., *Democrat* is credited with the largest circulation accorded to any paper in Petersburg or in Menard County.

The Pittsfield, Ill., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Pittsfield or in Pike County.

The Princeton, Ill., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Princeton or in Bureau County.

The Quincy, Ill., *Journal* is credited with the largest circulation accorded to any daily in Quincy or in Adams County or in the Fifteenth Congressional District.

The Quincy, Ill., *Farmers' Call* is credited with the largest circulation accorded to any weekly in Quincy or in Adams County.

The Robinson, Ill., *Constitution*, weekly, is credited with the largest circulation accorded to any paper in Robinson or in Crawford County.

The Rockford, Ill., *Register Gazette*, daily and weekly, is credited with the largest circulation accorded to any paper in Rockford or in Winnebago County. Its circulation is the largest accorded to any daily in the Ninth Congressional District.

The Rock Island, Ill., Augustana, weekly, is credited with the largest circulation accorded to any paper in Rock Island or in the county or in the Tenth Congressional District.

The Rushville, Ill., *Times*, weekly, is credited with the largest circulation accorded to any paper in Rushville or in Schuyler County.

The Salem, Ill., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Salem or in Marion County.

The Shelbyville, Ill., *Democrat* is credited with the largest circulation accorded to any weekly paper in Shelbyville or in the county.

The Springfield, Ill., *Modern Woodman* is credited with the largest circulation accorded to any monthly paper in Springfield or in Sangamon County or in the State, outside the city of Chicago.

The Sullivan, Ill., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Sullivan or in Moultrie County.

The Taylorville, Ill., *Democrat*, weekly, is credited with the largest circulation accorded to any daily or weekly in Taylorville or in Christian County.

The Toulon, Ill., *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Toulon or in Stark County.

The Tuscola, Ill., *Review*, weekly, is credited with the largest circulation accorded to any paper in Tuscola or in Douglas County.

The Watseka, Ill., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Watseka or in Iroquois County.

The Waukegan, Ill., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Waukegan or in Lake County.

The Waukegan, Ill., *Register* is credited with the largest circulation accorded to any daily paper in Waukegan or in Lake County.

The Yorkville, Ill., *Record*, weekly, is credited with the largest circulation accorded to any paper in Kendall County.

The Antlers, Indian Ty., *Advocate*, weekly, is credited with the largest circulation accorded to any paper in the Territory.

The Alexandria, Ind., *Record*, weekly, is credited with the largest circulation accorded to any paper in Alexandria or in Madison County.

The Angola, Ind., *Magnet*, weekly, is credited with the largest circulation accorded to any paper in Angola or in Steuben County.

The Aurora, Ind., *Four Counties Chronicle*, weekly, is credited with the largest circulation accorded to any paper in Aurora or in Dearborn County.

The Batesville, Ind., *Democratic Herald*, weekly, is credited with the largest circulation accorded to any paper in Batesville or in Ripley County.

The Bluffton, Ind., *Banner*, weekly, is credited with the largest circulation accorded to any paper in Bluffton or in Wells County.

The Boonville, Ind., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Boonville or in Warrick County.

The Brazil, Ind., *Times*, daily, is credited

with the largest circulation accorded to any paper in Brazil or in Clay County.

The Brookville, Ind., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Brookville or in Franklin County.

The Columbia City, Ind., *Post*, weekly, is credited with the largest circulation accorded to any paper in Columbia City or in Whitley County.

The Crawfordsville, Ind., *Journal* is credited with the largest circulation accorded to any daily or weekly in Crawfordsville or in Montgomery County. Its weekly has the largest circulation of any weekly in the Eighth Congressional District.

The Danville, Ind., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Danville or in Hendricks County.

The Elkhart, Ind., *Herald of Truth*, semi-monthly, is credited with the largest circulation accorded to any paper in Elkhart or in the county.

The Evansville, Ind., *Courier*, daily, is credited with the largest circulation accorded to any paper in Evansville or in Vanderburg County or in the First Congressional District. It is the only paper in Evansville making a report in figures, viz., 7,700.

The Fort Wayne, Ind., *Sentinel*, daily, is credited with the largest circulation accorded to any paper in Fort Wayne or in Allen County or in the Twelfth Congressional District.

The Fort Wayne, Ind., *Journal* is credited with the largest circulation accorded to any weekly in Fort Wayne or in Allen County or in the Twelfth Congressional District.

The Fowler, Ind., *Leader*, weekly, is credited with the largest circulation accorded to any paper in Fowler or in Benton County.

The Franklin, Ind., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Franklin or in Johnson County.

The Goshen, Ind., *Democrat* is credited with the largest circulation accorded to any paper in Goshen or any weekly paper in Elkhart County.

The Greencastle, Ind., *Star Press*, weekly, is credited with the largest circulation accorded to any paper in Greencastle or in Putnam County or in the Fifth Congressional District.

The Greenfield, Ind., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Greenfield or in Hancock County.

The Huntington, Ind., *Farmers' Guide*, weekly, is credited with the largest circulation accorded to any paper in Huntington or in the county or in the Eleventh Congressional District.

The Indianapolis, Ind., *Agricultural Epitomist*, a monthly, is credited with the largest circulation accorded to any paper in the State.

The Indianapolis, Ind., *News* is credited with the largest circulation accorded to any daily paper in Indianapolis or in Marion County or in the Seventh Congressional District or in the State.

The Indianapolis, Ind., *Journal* is credited with the largest circulation accorded to any Sunday paper in Indianapolis or in Marion County or in the State.

The Indianapolis, Ind., *Journal*, daily, is credited with the largest circulation accorded to any morning paper in Indianapolis or in Marion County or in the Seventh Congressional District or in the State.

The Lafayette, Ind., *Call* is credited with the largest circulation accorded to any daily paper in Lafayette or in Tippecanoe County or in the Ninth Congressional District.

The Lafayette, Ind., *Journal* is credited with the largest circulation accorded to any weekly paper in Lafayette or in Tippecanoe County or in the Ninth Congressional District.

The Lafayette, Ind., *Home Journal*, monthly, is credited with the largest circulation accorded to any paper in Lafayette or of any monthly in the State outside the city of Indianapolis.

The La Grange, Ind., *Standard*, weekly, is credited with the largest circulation accorded to any paper in La Grange or in the county.

The LaPorte, Ind., *Herald* is credited with the largest circulation accorded to any daily paper in LaPorte or in the county.

The Lebanon, Ind., *Pioneer*, weekly, is credited with the largest circulation accorded to any paper in Lebanon or in Boone County.

The Ligonier, Ind., *Leader*, weekly, is credited with the largest circulation accorded to any paper in Ligonier or in Noble County.

The Logansport, Ind., *Reporter* is credited with the largest circulation accorded to any daily paper in Logansport or in Cass County or in the Tenth Congressional District.

The Madison, Ind., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Madison or in Jefferson County, or of any weekly in the Third Congressional District.

The Marion, Ind., *Chronicle*, daily and weekly, is credited with the largest circulation accorded to any paper in Marion or in Grant County. Its daily has the largest circulation of any daily paper in the Eleventh Congressional District.

The Monticello, Ind., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Monticello or in White County.

The Muncie, Ind., *News* is credited with the largest circulation accorded to any daily in Muncie or in Delaware County or in the Sixth Congressional District.

The Newcastle, Ind., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Newcastle or in Henry County.

The Newport, Ind., *Hoosier State*, weekly, is credited with the largest circulation accorded to any paper in Newport or in Vermillion County.

The North Vernon, Ind., *Banner Plain Dealer*, weekly, is credited with the largest circulation accorded to any paper in North Vernon or in Jennings County.

The Notre Dame, Ind., *Ave Maria*, weekly, is credited with the largest circulation of any paper in Notre Dame or in St. Joseph County. It has the largest circulation of any weekly in the State.

The Owensville, Ind., *Messenger*, weekly, is credited with the largest circulation accorded to any paper in Owensville or in Gibson County.

The Paoli, Ind., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Paoli or in Orange County.

The Petersburg, Ind., *Press*, weekly, is credited with the largest circulation accorded to any paper in Petersburg or in Pike County.

The Plymouth, Ind., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Plymouth or in Marshall County.

The Rensselaer, Ind., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Rensselaer or in Jasper County.

The Richmond, Ind., *Item* is credited with the largest circulation accorded to any daily paper in Richmond or in Wayne County.

The Richmond, Ind., *Enterprise* is credited with the largest circulation accorded to any weekly paper in Richmond or in Wayne County.

The Rochester, Ind., *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Rochester or in Fulton County.

The Rushville, Ind., *American*, weekly, is credited with the largest circulation accorded to any paper in Rushville or in Rush County.

The Shelbyville, Ind., *Democrat*, daily and

weekly, is credited with the largest circulation accorded to any paper in Shelbyville or in Shelby County or in the Fourth Congressional District.

The Shoals, Ind., *Referendum*, weekly, is credited with the largest circulation accorded to any paper in Shoals or in Martin County or in the Second Congressional District.

The South Bend, Ind., *Tribune* is credited with the largest circulation accorded to any daily in South Bend or in St. Joseph County or in the Thirteenth Congressional District.

The Spencer, Ind., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Spencer or in Owen County.

The Terre Haute, Ind., *Gazette*, daily, is credited with the largest circulation accorded to any daily or weekly in Terre Haute or in Vigo County or in the Eighth Congressional District.

The Tipton, Ind., *Union Dispatch*, weekly, is credited with the largest circulation accorded to any paper in Tipton or in the county.

The Union City, Ind., *Times*, weekly, is credited with the largest circulation accorded to any paper in Union City or in Randolph County.

The Union Mills, Ind., *News*, weekly, is credited with the largest circulation accorded to any paper in LaPorte County.

The Veedersburg, Ind., *News*, weekly, is credited with the largest circulation accorded to any paper in Fountain County.

The Wabash, Ind., *Plaindealer*, weekly, is credited with the largest circulation accorded to any paper in Wabash or in the county.

The Warsaw, Ind., *Northern Indianian*, weekly, is credited with the largest circulation accorded to any paper in Warsaw or in Kosciusko County.

The Waterloo, Ind., *Press*, weekly, is credited with the largest circulation accorded to any paper in DeKalb County.

The Winamac, Ind., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Winamac or in Pulaski County.

The Ackley, Iowa, *Phonograph*, weekly, is credited with the largest circulation accorded to any paper in Ackley or in Hardin County.

The Adel, Iowa, *News*, weekly, is credited with the largest circulation accorded to any paper in Adel or in Dallas County.

The Algona, Iowa, *Republican*, weekly, is credited with the largest circulation accorded to any paper in Algona or in Kossuth County.

The Alton, Iowa, *Democrat* is credited with the largest circulation accorded to any weekly paper in Sioux County.

The Atlantic, Iowa, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Atlantic or in Cass County.

The Audubon, Iowa, *Advocate*, weekly, is credited with the largest circulation accorded to any paper in Audubon or in the county.

The Bedford, Iowa, *Free Press*, weekly, is credited with the largest circulation accorded to any paper in Bedford or in Taylor County.

The Bloomfield, Iowa, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Bloomfield or in Davis County.

The Boone, Iowa, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Boone or in the county.

The Britt, Iowa, *News*, weekly, is credited with the largest circulation accorded to any paper in Britt or in Hancock County.

The Burlington, Iowa, *Hawkeye*, daily and weekly, is credited with the largest circulation accorded to any paper in Burlington or in Des Moines County. Its weekly has the largest circulation accorded to any paper in the First Congressional District.

The Carroll, Iowa, *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Carroll or in the county.

The Cedar Falls, Iowa, *Dannevirke* is credited with the largest circulation accorded to any weekly in Cedar Falls or in Blackhawk County.

The Cedar Rapids, Iowa, *Gazette*, weekly, is credited with the largest circulation accorded to any English weekly in Cedar Rapids or in Linn County or in the Fifth Congressional District.

The Cedar Rapids, Iowa, *Svit* is credited with the largest circulation accorded to any weekly paper in Cedar Rapids or in Linn County or in the Fifth Congressional District.

The Cedar Rapids, Iowa, *Railway Conductor*, monthly, is credited with the largest circulation accorded to any paper in Cedar Rapids or in Linn County.

The Centerville, Iowa, *Iowegian*, weekly, is credited with the largest circulation accorded to any paper in Centerville or in Appanoose County.

The Charles City, Iowa, *Advocate* is credited with the largest circulation accorded to any weekly paper in Charles City or in Floyd County.

The Clarksville, Iowa, *Star*, weekly, is credited with the largest circulation accorded to any paper in Butler County.

The Clinton, Iowa, *Clinton Co. Advertiser*, tri-weekly, is credited with the largest circulation accorded to any paper in Clinton or in the county or in the Second Congressional District.

The Corning, Iowa, *Union*, weekly, is credited with the largest circulation accorded to any paper in Corning or in Adams County.

The Council Bluffs, Iowa, *Nonpareil*, daily and weekly, is credited with the largest circulation accorded to any paper in Council Bluffs or in Pottawattamie County or in the Ninth Congressional District.

The Creston, Iowa, *Independent American* is credited with the largest circulation accorded to any weekly paper in Creston or in Union County.

The Davenport, Iowa, *Leader* is credited with the largest circulation accorded to any daily paper in Davenport or in Scott County or in the Second Congressional District.

The Decorah, Iowa, *Posten og ved Armen*, weekly, is credited with the largest circulation accorded to any paper in Decorah or in Winneshiek County or in the Fourth Congressional District or in the State.

The Decorah, Iowa, *Republican*, weekly, is credited with the largest circulation accorded to any English paper in Decorah or in Winneshiek County.

The Denison, Iowa, *Bulletin*, weekly, is credited with the largest circulation accorded to any paper in Denison or in Crawford County.

The Des Moines, Iowa, *News* is credited with the largest circulation accorded to any daily paper in Des Moines or in Polk County or in the Seventh Congressional District or in the State.

The Des Moines, Iowa, *State Register* is credited with the largest circulation accorded to any weekly paper in Des Moines or in Polk County or in the Seventh Congressional District. It has the largest circulation of any English weekly in the State.

The Des Moines, Iowa, *Leader*, daily, is credited with the largest circulation accorded to any morning paper in Des Moines or in Polk County or in the Seventh Congressional District or in the State.

The Dubuque, Iowa, *Times* is credited with the largest circulation accorded to any daily in Dubuque or in the county or in the Third Congressional District.

The Dubuque, Iowa, *Katholischer Westen*, weekly, is credited with the largest circulation accorded to any paper in Dubuque or in the county or in the Third Congressional District.

The Elkader, Iowa, *Nord Iowa Herold*, weekly, is credited with the largest circulation accorded to any paper in Elkader or in Clayton County.

The Fairfield, Iowa, *News*, weekly, is cred-

lted with the largest circulation accorded to any paper in Fairfield or in Jefferson County.

The Fonda, Iowa, *Times*, weekly, is credited with the largest circulation accorded to any paper in Pocahontas County.

The Forest City, Iowa, *Independent*, weekly, is credited with the largest circulation accorded to any paper in Forest City or in Winnebago County.

The Fort Dodge, Iowa, *Messenger*, semi-weekly, is credited with the largest circulation accorded to any paper in Fort Dodge or in Webster County or in the Tenth Congressional District.

The Glenwood, Iowa, *Opinion*, weekly, is credited with the largest circulation accorded to any paper in Glenwood or in Mills County.

The Grinnell, Iowa, *Herald*, weekly, is credited with the largest circulation accorded to any paper in Grinnell or in Poweshelk County.

The Harlan, Iowa, *Republican*, weekly, is credited with the largest circulation accorded to any paper in Harlan or in Shelby County.

The Hedrick, Iowa, *Journal*, weekly, is credited with the largest circulation accorded to any paper in Hedrick or in Keokuk County.

The Ida Grove, Iowa, *Pioneer*, weekly, is credited with the largest circulation accorded to any paper in Ida Grove or in Ida County.

The Independence, Iowa, *Conservator*, weekly, is credited with the largest circulation accorded to any paper in Independence or in Buchanan County.

The Indianola, Iowa, *Advocate-Tribune*, weekly, is credited with the largest circulation accorded to any paper in Indianola or in Warren County.

The Iowa City, Iowa, *State Press*, weekly, is credited with the largest circulation accorded to any paper in Iowa City or in Johnson County.

The Jefferson, Iowa, *Bee*, weekly, is credited with the largest circulation accorded to any paper in Jefferson or in Greene County.

The Keokuk, Iowa, *Gate City* is credited with the largest circulation accorded to any daily paper in Keokuk or in Lee County.

The Keosauqua, Iowa, *State Line Democrat*, weekly, is credited with the largest circulation accorded to any paper in Keosauqua or in Van Buren County.

The Lamoni, Iowa, *Saints' Herald*, weekly, is credited with the largest circulation accorded to any paper in Lamoni or in Decatur County.

The Lansing, Iowa, *Journal*, weekly, is credited with the largest circulation accorded to any paper in Lansing or in Allamakee County.

The Le Mars, Iowa, *Sentinel*, semi-weekly, is credited with the largest circulation accorded to any paper in Le Mars or in Plymouth County.

The Logan, Iowa, *Observer*, weekly, is credited with the largest circulation accorded to any paper in Logan or in Harrison County.

The Manchester, Iowa, *Press*, weekly, is credited with the largest circulation accorded to any paper in Manchester or in Delaware County.

The Mapleton, Iowa, *Advocate*, weekly, is credited with the largest circulation accorded to any paper in Mapleton or in Monona County.

The Maquoketa, Iowa, *Record*, weekly, is credited with the largest circulation accorded to any paper in Maquoketa or in Jackson County.

The Marshalltown, Iowa, *Times Republican*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Marshalltown or in Marshall County. Its daily has the largest circulation of any daily paper in the Fifth Congressional District.

The Mason City, Iowa, *Farmers' Institute* is credited with the largest circulation accorded to any monthly paper in the State.

The Mason City, Iowa, *Times-Herald* is credited with the largest circulation accorded to any weekly paper in Mason City or in Cerro Gordo County. It has the largest circulation of any English weekly in the Fourth Congressional District.

The Mount Ayr, Iowa, *News*, weekly, is credited with the largest circulation accorded to any paper in Mount Ayr or in Ringgold County.

The Mount Pleasant, Iowa, *Dial of Progress*, weekly, is credited with the largest circulation accorded to any paper in Mount Pleasant or in Henry County.

The Muscatine Iowa, *Journal* is credited with the largest circulation accorded to any daily in Muscatine or in the county.

The New Hampton, Iowa, *Saturday Gazette*, weekly, is credited with the largest circulation accorded to any paper in New Hampton or in Chickasaw County.

The Northwood, Iowa, *Index*, weekly, is credited with the largest circulation accorded to any paper in Northwood or in Worth County.

The Osage, Iowa, *Sun*, weekly, is credited with the largest circulation accorded to any paper in Osage or in Mitchell County.

The Oskaloosa, Iowa, *Saturday Globe*, weekly, is credited with the largest circulation accorded to any paper in Oskaloosa or in Mahaska County.

The Ottumwa, Iowa, *Courier* is credited with the largest circulation accorded to any daily paper in Ottumwa or in Wapello County or in the Sixth Congressional District.

The Ottumwa, Iowa, *Press*, weekly, is credited with the largest circulation accorded to any paper in Ottumwa or in Wapello County or in the Sixth Congressional District.

The Red Oak, Iowa, *Express*, weekly, is credited with the largest circulation accorded to any paper in Red Oak or in Montgomery County.

The Rock Rapids, Iowa, *Review*, weekly, is credited with the largest circulation accorded to any paper in Rock Rapids or in Lyon County.

The Rockwell City, Iowa, *Advocate*, weekly, is credited with the largest circulation accorded to any paper in Rockwell City or in Calhoun County.

The Sac City, Iowa, *Sun*, weekly, is credited with the largest circulation accorded to any paper in Sac City or in the county.

The Shenandoah, Iowa, *Sentinel*, semi-weekly, is credited with the largest circulation accorded to any paper in Shenandoah or in Page County.

The Sidney, Iowa, *Herald*, weekly, is credited with the largest circulation accorded to any paper in Sidney or in Fremont County.

The Sioux City, Iowa, *Journal* is credited with the largest circulation accorded to any daily paper in Sioux City or in the county or in the Eleventh Congressional District. It has the largest circulation of any daily in the State outside the city of Des Moines.

The Spencer, Iowa, *Herald*, weekly, is credited with the largest circulation accorded to any paper in Spencer or in Clay County.

The Spirit Lake, Iowa, *Beacon*, weekly, is credited with the largest circulation accorded to any paper in Spirit Lake or in Dickinson County.

The Story City, Iowa, *Visergutten*, weekly, is credited with the largest circulation accorded to any paper in Story City or in the county.

The Stuart, Iowa, *Locomotive*, weekly, is credited with the largest circulation accorded to any paper in Stuart or in Guthrie County.

The Tama, Iowa, *Herald*, weekly, is credited with the largest circulation accorded to any paper in Tama or in the county.

The Tipton, Iowa, *Times*, weekly, is credited with the largest circulation accorded to any paper in Tipton or in Cedar County.

The Washington, Iowa, *Gazette*, weekly, is credited with the largest circulation accord-

ed to any paper in Washington or in the county.

The Webster City, Iowa, *Graphic Herald*, weekly, is credited with the largest circulation accorded to any paper in Webster City or in Hamilton County.

The West Union, Iowa, *Argo*, weekly, is credited with the largest circulation accorded to any paper in West Union or in Fayette County.

The Winterset, Iowa, *News*, weekly, is credited with the largest circulation accorded to any paper in Winterset or in Madison County.

The Alma, Kan., *Enterprise*, weekly, is credited with the largest circulation accorded to any paper in Alma or in Wabaunsee County.

The Atchison, Kan., *Champion*, daily, is credited with the largest circulation accorded to any paper in Atchison or in the county.

The Burlington, Kan., *Independent*, weekly, is credited with the largest circulation accorded to any paper in Burlington or in Coffey County.

The Columbus, Kan., *Modern Light*, weekly, is credited with the largest circulation accorded to any paper in Columbus or in Cherokee County.

The Concordia, Kan., *Blade*, weekly, is credited with the largest circulation accorded to any paper in Concordia or in Cloud County or in the Fifth Congressional District.

The Ellsworth, Kan., *Messenger*, weekly, is credited with the largest circulation accorded to any paper in Ellsworth or in the county.

The Emporia, Kan., *Times*, weekly, is credited with the largest circulation accorded to any paper in Emporia or in Lyon County.

The Eureka, Kan., *Democratic Messenger*, weekly, is credited with the largest circulation accorded to any paper in Eureka or in Greenwood County.

The Garnett, Kan., *Agitator*, weekly, is credited with the largest circulation accorded to any paper in Garnett or in Anderson County.

The Hiawatha, Kan., *World*, weekly, is credited with the largest circulation accorded to any paper in Hiawatha or in Brown County.

The Holton, Kan., Tribune is credited with the largest circulation accorded to any weekly paper in Holton or in Jackson County.

The Hutchinson, Kan., *News*, daily, is credited with the largest circulation accorded to any paper in Hutchinson or in Reno County.

The Independence, Kan., *Star and Kansan*, weekly, is credited with the largest circulation accorded to any paper in Independence or in Montgomery County.

The Iola, Kan., *Register*, weekly, is credited with the largest circulation accorded to any paper in Iola or in Allen County.

The Jewell, Kan., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Jewell or in the county.

The Junction City, Kan., *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Junction City or in Geary County.

The Leavenworth, Kan., *Times*, daily and weekly, is credited with the largest circulation accorded to any paper in Leavenworth or in the county or in the First Congressional District.

The McPherson, Kan., *Republican and Press*, weekly, is credited with the largest circulation accorded to any paper in McPherson or in the county.

The Marion, Kan., *Record*, weekly, is credited with the largest circulation accorded to any paper in Marion or in the county.

The Minneapolis, Kan., *Workman*, monthly, is credited with the largest circulation of any paper in the State.

The Olathe, Kan., *Mirror* is credited with the largest circulation accorded to any weekly paper in Olathe or in Johnson County.

The Osage City, Kan., *Free Press* is credited with the largest circulation accorded to any weekly paper in Osage County.

The Ottawa, Kan., *Journal and Triumph*, weekly, is credited with the largest circulation accorded to any paper in Ottawa or in Franklin County or in the Second Congressional District.

The Paola, Kan., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Paola or in Miami County.

The Parsons, Kan., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Parsons or in Labette County or in the Third Congressional District.

The Phillipsburg, Kan., *Dispatch*, weekly, is credited with the largest circulation accorded to any paper in Phillipsburg or in the county.

The Pittsburg, Kan., *Headlight*, daily, is credited with the largest circulation accorded to any paper in Pittsburg or in Crawford County. It has the largest circulation of any daily in the Third Congressional District.

The Pleasanton, Kan., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Pleasanton or in Linn County.

The Sabetha, Kan., *Republican-Herald*, weekly, is credited with the largest circulation accorded to any paper in Sabetha or in Nemaha County.

The Salina, Kan., *Union*, weekly, is credited with the largest circulation accorded to any paper in Salina or in the county.

The Smith Center, Kan., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Smith Center or in the county.

The Sterling, Kan., *Bulletin and Gazette* is credited with the largest circulation accorded to any weekly paper in Sterling or in Rice County.

The Topeka, Kan., *Capital*, semi-weekly, is credited with the largest circulation accorded to any daily, semi-weekly or weekly paper in Topeka, in Shawnee County or in the Fourth Congressional District or in the State.

The Topeka, Kan., *Journal* is credited with the largest circulation accorded to any daily paper in Topeka or in Shawnee County or in the Fourth Congressional District. It has the largest circulation of any daily paper in the State.

The Wellington, Kan., *Monitor-Press*, weekly, is credited with the largest circulation accorded to any paper in Wellington or in Sumner County.

The Wichita, Kan., *Eagle* is credited with the largest circulation accorded to any daily paper in Wichita or in Sedgwick County or in the Seventh Congressional District. It has the largest circulation of any morning paper in the State.

The Wichita, Kan., *Eagle*, Sunday, is credited with the largest circulation accorded to any paper in Wichita or in Sedgwick County or in the Seventh Congressional District.

The Winfield, Kan., *Free Press* is credited with the largest circulation accorded to any weekly paper in Winfield or in Cowley County.

The Catlettsburg, Ky., *Central Methodist*, weekly, is credited with the largest circulation accorded to any paper in Boyd County or in the Ninth Congressional District.

The Cloverport, Ky., *News*, weekly, is the only paper in Breckenridge County, with a population of 18,976. It is credited with the largest circulation accorded to any paper in the Fourth Congressional District.

The Covington, Ky., *Post*, daily, is credited with the largest circulation accorded to any paper in Covington or in Kenton County or in the Sixth Congressional District. It has the largest circulation of any daily in the State outside of Louisville.

The Glasgow, Ky., *Times*, weekly, is credited with the largest circulation accorded to any paper in Glasgow or in Barren County or in the Third Congressional District.

The Henderson, Ky., *Gleaner* is credited with the largest circulation accorded to any daily paper in Henderson or in the county.

The Hopkinsville, Ky., *New Era*, weekly, is credited with the largest circulation accorded to any paper in Hopkinsville or in Christian County.

The Lexington, Ky., *Leader* is credited with the largest circulation accorded to any daily paper in Lexington or in Fayette County or in the Seventh Congressional District.

The Lexington, Ky., *Leader*, weekly, is credited with the largest circulation accorded to any paper in Lexington or in Fayette County or in the Seventh Congressional District.

The London, Ky., *Mountain Echo*, weekly, is credited with the largest circulation accorded to any paper in Laurel County or in the Eleventh Congressional District.

The Louisville, Ky., *Home and Farm*, semi-monthly, is credited with the largest circulation accorded to any paper in the State.

The Louisville, Ky., *Times* is credited with the largest circulation accorded to any daily paper in Louisville or in Jefferson County or in the Fifth Congressional District or in the State.

The Louisville, Ky., *Courier-Journal* is credited with the largest circulation accorded to any morning paper in Louisville or in Jefferson County or in the State. It is one of only four dailies making a report in figures, viz., 17,073.

The Louisville, Ky., *Courier-Journal* is credited with the largest circulation accorded to any weekly paper in Louisville or in Jefferson County or in the Fifth Congressional District or in the State.

The Louisville, Ky., *Business Educator* is credited with the largest circulation accorded to any monthly paper in Louisville or in the State.

The Madisonville, Ky., *Hustler*, weekly, is credited with the largest circulation accorded to any paper in Hopkins County or in the Second Congressional District.

The Murray, Ky., *Ledger* is credited with the largest circulation accorded to any weekly paper in Murray or in Calloway County or in the First Congressional District.

The Richmond, Ky., *Climax*, weekly, is credited with the largest circulation accorded to any paper in Richmond or in Madison County or in the Eighth Congressional District.

The Warsaw, Ky., *Independent* is credited with the largest circulation accorded to any weekly paper in Gallatin County or in the Sixth Congressional District.

The Alexandria, La., *Town Talk*, weekly, is credited with the largest circulation accorded to any paper in Rapides Parish or in the Fourth Congressional District.

The Lake Charles, La., *Echo*, weekly, is credited with the largest circulation accorded to any paper in Lake Charles or in Calcasieu Parish or in the Third Congressional District.

The New Orleans, La., *Item*, daily, is credited with the largest circulation accorded to any paper in New Orleans or in the Parish or in the First and Second Congressional Districts or in the State.

The New Orleans, La., *L'Abeille* is credited with the largest circulation accorded to any morning paper in New Orleans or in the Parish or in the First and Second Congressional Districts or in the State.

The New Orleans, La., *L'Abeille* is credited with the largest circulation accorded to any weekly paper in New Orleans or in the Parish or in the First and Second Congressional Districts or in the State.

The Opelousas, La., *People's Tribune*, weekly, is credited with the largest circulation accorded to any paper in St. Landry Parish or in the Sixth Congressional District.

The Augusta, Me., *Kennebec Journal* is credited with the largest circulation accorded to any daily paper in Augusta or in Kennebec County or in the Third Congressional District.

The Augusta, Me., *Farmer* is credited with the largest circulation accorded to any weekly paper in Augusta or in Kennebec County or in the Third Congressional District.

The Augusta, Me., *Vickery & Hill List*, monthly, is credited with the largest circulation accorded to any paper or papers of any sort in Augusta or in the State.

The Bangor, Me., *Commercial* is credited with the largest circulation accorded to any daily paper in Bangor or in Penobscot County or in the Fourth Congressional District. But one other daily in the State has a larger circulation.

The Bangor, Me., *Commercial*, weekly, is credited with the largest circulation accorded to any paper in Bangor or in Penobscot County or in the Fourth Congressional District. It has the largest circulation, with but one exception, of any weekly in the State.

The Bath, Me., *Times*, daily, is credited with the largest circulation accorded to any paper in Bath or in Sagadahoc County.

The Biddeford, Me., *Journal*, daily and weekly, is credited with the largest circulation accorded to any paper in Biddeford or in York County.

The Booth Bay Harbor, Me., *Register*, weekly, is credited with the largest circulation accorded to any paper in Lincoln County.

The Calais, Me., *Advertiser*, weekly, is credited with the largest circulation accorded to any paper in Washington County.

The Caribou, Me., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Aroostook County.

The Dover, Me., *Observer*, weekly, is credited with the largest circulation accorded to any paper in Piscataquis County.

The Ellsworth, Me., *American*, weekly, is credited with the largest circulation accorded to any paper in Hancock County.

The Lewiston, Me., *Journal*, daily and weekly, is credited with the largest circulation accorded to any paper in Lewiston or in Androscoggin County or in the Second Congressional District.

The Norway, Me., *Advertiser*, weekly, is credited with the largest circulation accorded to any paper in Oxford County.

The Phillips, Me., *Phonograph*, weekly, is credited with the largest circulation accorded to any paper in Franklin County.

The Portland, Me., *Evening Express* is credited with the largest circulation accorded to any daily paper in Portland or in Cumberland County or in the First Congressional District or in the State.

The Portland, Me., *Argus* is credited with the largest circulation accorded to any morning paper in Portland or in Cumberland County or in the First Congressional District or in the State.

The Portland, Me., *Transcript* is credited with the largest circulation accorded to any weekly paper in Portland or in Cumberland County or in the First Congressional District. It has the largest circulation of any weekly paper in the State.

The Rockland, Me., *Courier Gazette*, semi-weekly, is credited with the largest circulation accorded to any paper in Rockland or in Knox County.

The Skowhegan, Me., *Reporter* is credited with the largest circulation accorded to any paper in Somerset County.

The Baltimore, Md., *Herald*, Sunday, is credited with the largest circulation accorded to any paper in Baltimore or in the Second, Third, Fourth and Fifth Congressional Districts or in the State.

The Baltimore, Md., *Sun* is credited with the largest circulation accorded to any daily paper in Baltimore or in the Second, Third, Fourth and Fifth Congressional Districts or in the State.

The Baltimore, Md., *World* is credited with the largest circulation accorded to any evening paper in Baltimore or in the State.

The Bel Air, Md., *Aegis and Intelligencer*, weekly, is credited with the largest circulation accorded to any paper in Bel Air or in Harford County.

The Easton, Md., *Star-Democrat* is credited with the largest circulation accorded to any weekly paper in Easton or in Talbot County or in the First Congressional District.

The Frederick, Md., *News*, daily and weekly, is credited with the largest circulation accorded to any paper in Frederick, or in the county or in the Sixth Congressional District.

The Hagerstown, Md., *Globe*, weekly, is credited with the largest circulation accorded to any paper in Hagerstown or in Washington County.

The Laurel, Md., *Free Quill*, weekly, is credited with the largest circulation accorded to any paper in Prince George County.

The Lonaconing, Md., *Star*, weekly, is credited with the largest circulation accorded to any paper in Allegany County.

The Salisbury, Md., *Strawberry Culturist*, monthly, is credited with the largest circulation accorded to any paper in Salisbury or in Wicomico County. It has the largest circulation of any monthly paper in the State.

The Snow Hill, Md., *Democratic Messenger*, weekly, is credited with the largest circulation accorded to any paper in Snow Hill or in Worcester County.

The Towson, Md., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Towson or in Baltimore County.

The Boston, Mass., *Globe*, Sunday, is credited with the largest circulation accorded to any paper in Boston or in Suffolk County or in the Seventh, Eighth, Ninth, Tenth and Eleventh Congressional Districts or any weekly paper in the State.

The Boston, Mass., *Globe* is credited with the largest circulation accorded to any daily paper in Boston or in Suffolk County or in the Seventh, Eighth, Ninth, Tenth and Eleventh Congressional Districts or in the State.

The Boston, Mass., *Black Cat* is credited with the largest circulation accorded to any monthly in Boston or in the State.

The Brockton, Mass., *Enterprise*, daily, is credited with the largest circulation accorded to any paper in Brockton or in Plymouth County or in the Twelfth Congressional District.

The Fall River, Mass., *L'Independant* is credited with the largest circulation accorded to any weekly paper in Fall River or in Bristol County or in the Thirteenth Congressional District.

The Greenfield, Mass., *Gazette and Courier*, weekly, is credited with the largest circulation accorded to any paper in Franklin County. It has the largest circulation of any weekly in the First Congressional District.

The Lowell, Mass., *News*, daily, is credited with the largest circulation accorded to any paper in Lowell or in Middlesex County or in the Fifth Congressional District.

The New Bedford, Mass., *Standard*, daily, is credited with the largest circulation accorded to any paper in New Bedford or in Bristol County or in the Thirteenth Congressional District.

The North Adams, Mass., *Herald* is credited with the largest circulation accorded to any daily in North Adams or in Berkshire County.

The Salem, Mass., *News*, daily, is credited with the largest circulation accorded to any paper in Salem or in Essex County or in the Sixth Congressional District.

The Somerville, Mass., *Journal* is credited with the largest circulation accorded to any weekly paper in Middlesex County.

The Springfield, Mass., *Union* is credited with the largest combined circulation accorded to any daily paper in Springfield or in Hampden County or in the Second Congressional District.

The Springfield, Mass., *Republican* is credited with the largest circulation accorded to any morning paper in Springfield or in Hampden County or in the Second Congressional District.

The Springfield, Mass., *New England Homestead* is credited with the largest circulation accorded to any weekly paper in Springfield or in Hampden County.

The Springfield, Mass., *Farm and Home*, semi-monthly, is credited with the largest circulation accorded to any paper in Springfield or in Hampden County or in the State.

The Springfield, Mass., *Good Housekeeping* is credited with the largest circulation accorded to any monthly paper in Springfield or in Hampden County.

The Weymouth, Mass., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Norfolk County, or of any weekly paper in the Twelfth Congressional District.

The Worcester, Mass., *Telegram* is credited with the largest circulation accorded to any daily paper in Worcester or in the county or in the Third Congressional District.

The Worcester, Mass., *Telegram*, Sunday, is credited with the largest circulation accorded to any paper in Worcester or in the county or in the Third Congressional District.

The Yarmouthport, Mass., *Register*, weekly, is credited with the largest circulation accorded to any paper in Barnstable County.

The Adrian, Mich., *Times and Expositor*, daily and weekly, is credited with the largest circulation accorded to any paper in Adrian or in Lenawee County.

The Allegan, Mich., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Allegan or in the county or in the Fourth Congressional District.

The Ann Arbor, Mich., *Times* is credited with the largest circulation accorded to any daily paper in Ann Arbor or in Washtenaw County.

The Ann Arbor, Mich., *Democrat* is credited with the largest circulation accorded to any weekly paper in Ann Arbor or in Washtenaw County.

The Ann Arbor, Mich., *Lady Maccabee*, monthly, is credited with the largest circulation accorded to any paper in Ann Arbor or in Washtenaw County. It has the largest circulation of any monthly in the State.

The Battle Creek, Mich., *Moon* is credited with the largest circulation accorded to any daily paper in Battle Creek or in Calhoun County.

The Battle Creek, Mich., *Journal* is credited with the largest circulation accorded to any weekly paper in Battle Creek or in Calhoun County.

The Bay City, Mich., *Tribune*, daily, is credited with the largest circulation accorded to any paper in Bay City or in the county or in the Tenth Congressional District.

The Benton Harbor, Mich., *Banner Register*, weekly, is credited with the largest circulation accorded to any paper in Benton Harbor or in Berrien County.

The Cadillac, Mich., *News and Express*, weekly, is credited with the largest circulation accorded to any paper in Cadillac or in Wexford County.

The Calumet, Mich., *American Untiset*, weekly, is credited with the largest circulation accorded to any paper in Calumet or in Houghton County or in the Twelfth Congressional District.

The Charlotte, Mich., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Charlotte or in Eaton County.

The Coldwater, Mich., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Coldwater or in Branch County.

The Detroit, Mich., *News* is credited with the largest circulation accorded to any daily paper in Detroit or in Wayne County or in the First, Second and Sixth Congressional Districts or in the State.

The Detroit, Mich., *Free Press* is credited

with the largest circulation accorded to any morning paper in Detroit or in Wayne County or in the First, Second and Sixth Congressional Districts or in the State.

The Detroit, Mich., *Free Press*, weekly, is credited with the largest circulation accorded to any paper in Detroit or in Wayne County or in the First, Second and Sixth Congressional Districts or in the State.

The Detroit, Mich., *Familien Blaetter* is credited with the largest circulation accorded to any semi-weekly paper in Detroit or in Wayne County or in the State.

The Dowagiac, Mich., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Dowagiac or in Cass County.

The Flint, Mich., *News* is credited with the largest circulation accorded to any daily paper in Flint or in Genesee County.

The Flint, Mich., *Democrat* is credited with the largest circulation accorded to any weekly paper in Flint or in Genesee County.

The Grand Rapids, Mich., *Press*, daily, is credited with the largest circulation accorded to any paper in Grand Rapids or in Kent County or in the Fifth Congressional District. It has the largest circulation of any daily paper in the State outside the city of Detroit.

The Grand Rapids, Mich., *Herald* is credited with the largest circulation accorded to any morning paper in Grand Rapids or in Kent County or in the Fifth Congressional District.

The Grand Rapids, Mich., *Tradesman* is credited with the largest circulation accorded to any weekly paper in Grand Rapids or in Kent County.

The Hart, Mich., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Hart or in Oceana County.

The Hastings, Mich., *Banner*, weekly, is credited with the largest circulation accorded to any paper in Hastings or in Barry County.

The Hillsdale, Mich., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Hillsdale or in the county.

The Holland, Mich., *De Grondwet*, weekly, is credited with the largest circulation accorded to any paper in Holland or in Ottawa County.

The Howard, Mich., *Record*, weekly, is credited with the largest circulation accorded to any paper in Montcalm County.

The Howell, Mich., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Howell or in Livingston County.

The Ionia, Mich., *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Ionia or in the county.

The Ishpeming, Mich., *Iron Ore*, weekly, is credited with the largest circulation accorded to any paper in Ishpeming or in Marquette County.

The Ithaca, Mich., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Ithaca or in Gratiot County.

The Jackson, Mich., *Industrial News*, weekly, is credited with the largest circulation accorded to any paper in Jackson or in the county.

The Kalamazoo, Mich., *Telegraph* is credited with the largest circulation accorded to any weekly paper in Kalamazoo or in the county or in the Third Congressional District.

The Lapeer, Mich., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Lapeer or in the county. It has the largest circulation accorded to any weekly in the Seventh Congressional District.

The Ludington, Mich., *Appeal*, weekly, is credited with the largest circulation accorded to any paper in Ludington or in Mason County.

The Mancelona, Mich., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Antrim County.

The Mason, Mich., *News*, weekly, is credited with the largest circulation accorded to any paper in Mason or in Ingham County.

The Midland, Mich., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Midland or in the county.

The Monroe, Mich., *Commercial*, weekly, is credited with the largest circulation accorded to any paper in Monroe or in the county.

The Mount Pleasant, Mich., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Mount Pleasant or in Isabella County.

The Muskegon, Mich., *Nonpareil*, weekly, is credited with the largest circulation accorded to any paper in Muskegon or in the county. It has the largest circulation accorded to any paper in the Ninth Congressional District.

The Newaygo, Mich., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Newaygo or in the county.

The Owosso, Mich., *Times*, weekly, is credited with the largest circulation accorded to any daily or weekly paper in Owosso or in Shiawassee County.

The Paw Paw, Mich., *True Northerner*, weekly, is credited with the largest circulation accorded to any paper in Paw Paw or in Van Buren County.

The Pontiac, Mich., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Pontiac or in Oakland County,

The Port Huron, Mich., *Times* is credited with the largest circulation accorded to any daily or weekly in Port Huron or in St. Clair County.

The Reed City, Mich., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Reed City or in Osceola County.

The Saginaw, Mich., *Courier-Herald* is credited with the largest circulation accorded to any daily paper in Saginaw or in the county or in the Eighth Congressional District.

The Saginaw, Mich., *News*, weekly, is credited with the largest circulation accorded to any paper in Saginaw or in the county or in the Eighth Congressional District.

The St. Johns, Mich., *News*, weekly, is credited with the largest circulation accorded to any paper in St. Johns or in Clinton County.

The Sand Beach, Mich., *Times*, weekly, is credited with the largest circulation accorded to any paper in Huron County.

The Sanilac Center, Mich., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Sanilac County.

The Three Rivers, Mich., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Three Rivers or in St. Joseph County.

The Traverse City, Mich., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Traverse City or in the county or in the Eleventh Congressional District.

The Vassar, Mich., *People's Tribune*, weekly, is credited with the largest circulation accorded to any paper in Vassar or of any weekly in Tuscola County.

The Alexandria, Minn., *News*, weekly, is credited with the largest circulation accorded to any paper in Alexandria or in Douglas County.

The Austin, Minn., *Transcript*, weekly, is credited with the largest circulation accorded to any paper in Austin or in Mower County.

The Chaska, Minn., *Valley Herald*, weekly, is credited with the largest circulation accorded to any paper in Chaska or in Carver County.

The Crookston, Minn., *Times*, daily and weekly, is credited with the largest circulation accorded to any paper in Crookston or in Polk County. It has the largest circulation of any English paper in the Seventh Congressional District.

The Delano, Minn., *Eagle*, weekly, is credited with the largest circulation accorded to any paper in Delano or in Wright County.

The Duluth, Minn., *News-Tribune*, daily and Sunday, is credited with the largest circulation accorded to any English paper in Duluth or in St. Louis County or in the Sixth Congressional District. No paper in Duluth or in the county or in the district has a larger circulation.

The Fairmont, Minn., *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Fairmont or in Martin County.

The Farmington, Minn., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Dakota County.

The Fergus Falls, Minn., *Journal*, weekly, is credited with the largest circulation accorded to any English paper in Fergus Falls or in Ottertail County.

The Kasson, Minn., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Dodge County.

The Lake City, Minn., *Graphic-Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Lake City or in all Wabasha County.

The Le Seuer, Minn., *News*, weekly, is credited with the largest circulation accorded to any paper in Le Seuer or in the county.

The Little Falls, Minn., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Little Falls or in Morrison County.

The Luverne, Minn., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Luverne or in Rock County.

The Mankato, Minn., *Post*, weekly, is credited with the largest circulation accorded to any paper in Mankato or in Blue Earth County or in the Second Congressional District.

The Marshall, Minn., *News Messenger*, weekly, is credited with the largest circulation accorded to any paper in Marshall or in Lyon County.

The Minneapolis, Minn., *Journal* is credited with the largest circulation accorded to any daily paper in Minneapolis or in Hennepin County or in the Fifth Congressional District or in the State.

The Minneapolis, Minn., *Representative* is credited with the largest circulation accorded to any weekly paper in Minneapolis or in Hennepin County or in the Fifth Congressional District.

The Minneapolis, Minn., *Housekeeper*, semi-monthly, is credited with the largest circulation accorded to any paper in Minneapolis or in the State.

The Minneapolis, Minn., *School Bulletin* is credited with the largest circulation accorded to any monthly paper in Minneapolis.

The New Ulm, Minn., *Volksblatt*, weekly, is credited with the largest circulation accorded to any paper in New Ulm or in Brown County.

The New York Mills, Minn., *Uusi Kotimaa*, weekly, is credited with the largest circulation accorded to any paper in Ottertail County or in the Seventh Congressional District.

The Northfield, Minn., *News*, weekly, is credited with the largest circulation accorded to any paper in Northfield or in Rice County or in the Third Congressional District.

The Owatonna, Minn., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Owatonna or in Steele County.

The Preston, Minn., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Preston or in Fillmore County.

The Red Wing, Minn., *Republican* is credited with the largest circulation accorded to any daily paper in Red Wing or in Goodhue County or in the Third Congressional District.

The Redwood Falls, Minn., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Redwood Falls or in the county.

The Rochester, Minn., *Record and Union*, weekly, is credited with the largest circulation accorded to any paper in Rochester or in Olmstead County.

The St. Cloud, Minn., *Der Nordstern*, weekly, is credited with the largest circulation accorded to any paper in St. Cloud or in Stearns County.

The St. Paul, Minn., *Dispatch*, daily, is credited with the largest circulation accorded to any paper in St. Paul or in Ramsey County or in the Fourth Congressional District.

The St. Paul, Minn., *Dispatch* is credited with the largest circulation accorded to any weekly paper in St. Paul or in Ramsey County or in the Fourth Congressional District or in the State.

The St. Paul, Minn., *Northwest Magazine* is credited with the largest circulation accorded to any monthly paper in St. Paul or in the State.

The St. Peter, Minn., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in St. Peter or in Nicollet County.

The Slayton, Minn., *Pioneer Gazette*, weekly, is credited with the largest circulation accorded to any paper in Slayton or in Murray County.

The Stillwater, Minn., *Vesterlandet*, weekly, is credited with the largest circulation accorded to any paper in Stillwater or in Washington County.

The Windom, Minn., *Reporter*, weekly, is credited with the largest circulation accorded to any paper in Windom or in Cottonwood County.

The Winona, Minn., *Herald* is credited with the largest circulation accorded to any daily paper in Winona or in the county or in the First Congressional District.

The Winona, Minn., *Westlicher Herold*, weekly, is credited with the largest circulation accorded to any paper in Winona or in the county or in the First Congressional District.

The Worthington, Minn., *Advance*, weekly, is credited with the largest circulation accorded to any paper in Worthington or in Nobles County.

The Zumbrota, Minn., *News*, weekly, is credited with the largest circulation accorded to any paper in Zumbrota or in Goodhue County.

The Biloxi, Miss., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Biloxi or in Harrison County.

The Jackson, Miss., *Clarion Ledger*, weekly, is credited with the largest circulation accorded to any paper in Jackson or in Hinds County or in the Seventh Congressional District or in the State.

The Magnolia, Miss., *Gazette*, semi-weekly, is credited with the largest circulation accorded to any paper in Pike County.

The Meridian, Miss., *Herald* is credited with the largest circulation accorded to any daily paper in Meridian or in Lauderdale County or in the Fifth Congressional District.

The Meridian, Miss., *Baptist Record*, weekly, is credited with the largest circulation accorded to any paper in Meridian or in the county or in the Fifth Congressional District.

The Natchez, Miss., *Brotherhood*, monthly, is credited with the largest circulation accorded to any paper in Natchez. It has the largest circulation of any monthly in the State.

The Vicksburg, Miss., *Herald*, daily, Sunday and weekly, is credited with the largest circulation accorded to any paper in Vicksburg or in Warren County or in the Third Congressional District. Its daily has the largest circulation of any daily paper in the State.

The Water Valley, Miss., *North Mississippi Herald*, weekly, is credited with the largest circulation accorded to any paper in Water Valley or in Yalobusha County.

The Winona, Miss., *Baptist Layman*, weekly, is credited with the largest circulation accorded to any paper in Montgomery County. It has the largest circulation of any religious paper in the State.

The Bethany, Mo., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Bethany or in Harrison County or in the Third Congressional District.

The Boonville, Mo., *Western Christian Union*, monthly, is credited with the largest circulation accorded to any paper in Boonville or in Cooper County.

The Bowling Green, Mo., *Times*, weekly, is credited with the largest circulation accorded to any paper in Bowling Green or in Pike County or in the Ninth Congressional District.

The Butler, Mo., *Free Press*, weekly, is credited with the largest circulation accorded to any paper in Butler or in Bates County.

The Canton, Mo., *Press*, weekly, is credited with the largest circulation accorded to any paper in Canton or in Lewis County.

The Carrollton, Mo., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Carrollton or in the county.

The Carthage, Mo., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Carthage or in Jasper County.

The Cassville, Mo., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Cassville or in Barry County.

The Chillicothe, Mo., *Missouri World*, weekly, is credited with the largest circulation accorded to any paper in Chillicothe or in Livingston County, or in the Second Congressional District.

The Clayton, Mo., *Argus*, weekly, is credited with the largest circulation accorded to any paper in Clayton or in St. Louis County.

The Clinton, Mo., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Clinton or in Henry County.

The Fayette, Mo., *Advertiser*, weekly, is credited with the largest circulation accorded to any paper in Fayette or in Howard County.

The Fulton, Mo., *Sun*, semi-weekly, is credited with the largest circulation accorded to any paper in Fulton or in Callaway County or of any semi-weekly or weekly paper in the Eighth Congressional District.

The Hamilton, Mo., *Farmers' Advocate*, weekly, is credited with the largest circulation accorded to any paper in Hamilton or in Caldwell County.

The Hillsboro, Mo., *Missouri Thalbote*, weekly, is credited with the largest circulation accorded to any paper in Hillsboro or in Lafayette County.

The Jefferson City, Mo., *Missouri School Journal*, monthly, is credited with the largest circulation accorded to any paper in Jefferson City or in Cole County. It has the largest circulation of any monthly paper in the State outside the cities of Kansas City and St. Louis.

The Kansas City, Mo., *Star*, daily and weekly, is credited with the largest circulation accorded to any paper in Kansas City or in Jackson County or in the Fifth Congressional District. It has the largest circulation accorded to any paper in the State outside the city of St. Louis.

The Kansas City, Mo., *Journal* is credited with the largest circulation accorded to any morning paper in Kansas City or in Jackson County or in the Fifth Congressional District or in the State outside the city of St. Louis.

The Kansas City, Mo., *Missouri and Kansas Farmer* is credited with the largest circulation accorded to any monthly paper in Kansas City or in the State outside the city of St. Louis.

The Kirksville, Mo., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Kirksville or in Adair County.

The Lebanon, Mo., *Rustic*, weekly, is credited with the largest circulation accorded to any paper in Lebanon or in Laclede County.

The Liberty, Mo., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Liberty or in Clay County.

The Linneus, Mo., *Bulletin*, weekly, is credited with the largest circulation accorded to any paper in Linneus or in Linn County.

The Macon, Mo., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Macon or in the county or in the First Congressional District.

The Marshall, Mo., *Democrat-News*, weekly, is credited with the largest circulation accorded to any paper in Marshall or in Saline County.

The Marysville, Mo., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Marysville or in Nodaway County.

The Mexico, Mo., *Ledger*, weekly, is credited with the largest circulation accorded to any paper in Mexico or in Audrain County.

The Milan, Mo., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Milan or in Sullivan County.

The Moberly, Mo., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Moberly or in Randolph County.

The Montgomery City, Mo., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Montgomery City or in the county.

The Nevada, Mo., *Southwest Mail*, weekly, is credited with the largest circulation accorded to any paper in Nevada or in Vernon County.

The New London, Mo., *Record*, weekly, is credited with the largest circulation accorded to any paper in Ralls County.

The Palmyra, Mo., *Spectator*, weekly, is credited with the largest circulation accorded to any paper in Palmyra or in Marion County.

The Paris, Mo., *Appeal*, weekly, is credited with the largest circulation accorded to any paper in Paris or in Monroe County.

The Platte City, Mo., *Argus*, weekly, is credited with the largest circulation accorded to any paper in Platte City or in the county.

The Plattsburg, Mo., *Democrat Lever*, weekly, is credited with the largest circulation accorded to any paper in Plattsburg or in Clinton County.

The Richmond, Mo., *Conservator*, weekly, is credited with the largest circulation accorded to any paper in Richmond or in Ray County.

The St. Charles, Mo., *News*, weekly, is credited with the largest circulation accorded to any paper in St. Charles or in the county.

The St. Joseph, Mo., *Gazette* is credited with the largest circulation accorded to any morning paper in St. Joseph or in Buchanan County or in the Fourth Congressional District.

The St. Joseph, Mo., *News*, daily, is credited with the largest circulation accorded to any paper in St. Joseph or in Buchanan County or in the Fourth Congressional District.

The St. Louis, Mo., *Globe Democrat*, daily, is credited with the largest circulation accorded to any morning paper in St. Louis or in the Tenth, Eleventh and Twelfth Congressional Districts or in the State.

The St. Louis, Mo., *Globe Democrat*, weekly, is credited with the largest circulation accorded to any paper in St. Louis or in the Tenth, Eleventh and Twelfth Congressional Districts or in the State.

The St. Louis, Mo., *Post-Dispatch* is credited with the largest circulation accorded to any daily paper in St. Louis or in the Tenth, Eleventh and Twelfth Congressional Districts or in the State.

The St. Louis, Mo., *School and Home*, month-

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For a page advertisement in the American Newspaper Directory, with a position in the body of the book, facing the page of letterpress where the paper is itself described by the editor of the Directory, the price will be $100 for each quarterly issue. It is, of course, an axiom that when the page opposite the description of a paper has been sold to one publisher, no other paper described on the same page can have it. That being the case, it is rather important that the publisher who actually wants to occupy the page opposite the description of his own paper, or opposite the page where the papers of his city are described, should get his order in before somebody else gets ahead of him.

A circulation statement, filled in on the sheet furnished by the editor of the Directory for the purpose, can be reproduced by photographic process, reduced to the exact size of a page of the American Newspaper Directory, or of PRINTERS' INK. It is perfectly legible when so reproduced. The publisher who desires to have such a fac-simile of his circulation statement appear as an advertisement in the American Newspaper Directory can do so. The cost of making such a reproduction is only two dollars. For the purpose of encouraging newspaper proprietors to place their circulation statements prominently before advertisers, the publishers of the American Newspaper Directory have arranged to have appear in an early issue of PRINTERS' INK, without charge, every circulation table that is ordered for insertion in the American Newspaper Directory for 1897. The insertion in PRINTERS' INK, here promised, without charge, will be given in the belief that every such statement, made by a prominent publisher, is of considerable interest to advertisers generally, and is, on that account, entitled to space in PRINTERS' INK, which is a journal for advertisers. The publisher who orders a plate made showing a photographic representation of his circulation statement can have a duplicate plate for his own use at home at a cost of one dollar, including postage or expressage on same. The publisher who sends a check for $100, accompanying his circulation statement, will be given a receipt for the insertion in the Directory and in PRINTERS' INK and an extra plate for his own use, all without any charge beyond the $100, if paid as specified. Whenever a circulation statement is ordered to appear on a page of the American Newspaper Directory as above, the position assigned to it will in every case be on a page opposite the page wherein the paper itself is described, unless that position has been previously taken. The choicest position in every case will be accorded to the publisher who sends the earliest order, but to the publisher who sends in an order at a later date the best position will be accorded that remains unsold at the moment his order comes to hand. Publishers must not fail to take note that what is wanted is a statement of the actual number of complete copies printed of every issue during the entire year 1896, or during the first six months of 1897, and not for any other time, earlier or later, longer or shorter, it being of prime importance that circulations to be compared shall be based on reports covering the same period. Address all orders to GEO. P. ROWELL & CO., Pubs. American Newspaper Directory, 10 Spruce St., New York.

ly, is credited with the largest circulation accorded to any monthly paper in St. Louis or in the State.

The Savannah, Mo., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Savannah or in Andrew County.

The Sedalia, Mo., *Democrat*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Sedalia or in Pettis County.

The Seneca, Mo., *Dispatch*, weekly, is credited with the largest circulation accorded to any paper in Newton County.

The Shelbyville, Mo., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Shelbyville or in Shelby County.

The Springfield, Mo., *Leader-Democrat* is credited with the largest circulation accorded to any weekly paper in Springfield or in Greene County.

The Stockton, Mo., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Stockton or in Cedar County.

The Tarkio, Mo., *Avalanche*, weekly, is credited with the largest circulation accorded to any paper in Tarkio or in Atchison County.

The Warrensburg, Mo., *Star*, weekly, is credited with the largest circulation accorded to any paper in Warrensburg or in Johnson County or in the Sixth Congressional District.

The West Plains, Mo., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in West Plains or in Howell County.

The Anaconda, Mont., *Standard*, daily, is credited with the largest circulation accorded to any paper in Anaconda or in Deer Lodge County or in the State.

The Butte, Mont., *Miner* is credited with the largest circulation accorded to any daily paper in Butte or in Silverbow County.

The Fort Benton, Mont., *River Press*, weekly, is credited with the largest circulation accorded to any paper in Choteau County.

The Great Falls, Mont., *Tribune*, daily, is credited with the largest circulation accorded to any paper in Great Falls or in Cascade County.

The Helena, Mont., *Independent*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Helena or in Lewis and Clarke Counties.

The Helena, Mont., *Montana Workman*, monthly, is credited with the largest circulation accorded to any paper in Helena. It has the largest circulation of any monthly in the State.

The Missoula, Mont., *Missoulian*, daily and weekly, is credited with the largest circulation accorded to any paper in Missoula or in the county.

The White Sulphur Springs, Mont., *Rocky Mountain Husbandman*, weekly, is credited with the largest circulation accorded to any paper in Meagher County. It has the largest circulation of any weekly paper in the State.

The Aurora, Neb., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Aurora or in Hamilton County.

The Broken Bow, Neb., *Chief*, weekly, is credited with the largest circulation accorded to any paper in Broken Bow or in Custer County or in the Sixth Congressional District.

The Clay Center, Neb., *Patriot*, weekly, is credited with the largest circulation accorded to any paper in Clay County.

The Columbus, Neb., *Nebraska Biene*, weekly, is credited with the largest circulation accorded to any paper in Columbus or in Platte County.

The Crete, Neb., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Crete or in Saline County.

The David City, Neb., *Press*, weekly, is credited with the largest circulation accorded to any paper in Butler County.

The Falls City, Neb., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Falls City or in Richardson County.

The Geneva, Neb., *Signal*, weekly, is credited with the largest circulation accorded to any paper in Geneva or in Fillmore County or in the Fourth Congressional District.

The Hastings, Neb., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Hastings or in Adam County.

The Kearney, Neb., *Era Standard*, weekly, is credited with the largest circulation accorded to any paper in Kearney or in Buffalo County.

The Lincoln, Neb., *State Journal* is credited with the largest circulation accorded to any daily paper in Lincoln or in Lancaster County or in the First Congressional District or in the State outside the city of Omaha.

The Lincoln, Neb., *Freie Presse*, weekly, is credited with the largest circulation accorded to any paper in Lincoln or in Lancaster County or in the First Congressional District or in the State outside the city of Omaha.

The Meadow Grove, Neb., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Madison County.

The Minden, Neb., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Minden or in Kearney County.

The Omaha, Neb., *World Herald*, daily and weekly, is credited with the largest circulation accorded to any daily or weekly in Omaha or in Douglas County or in the Second Congressional District. It is credited with the largest circulation accorded to any daily or weekly paper in the State.

The Omaha, Neb., *Den Danske Pioneer*, weekly, is credited with the largest circulation accorded to any paper published in a foreign language in the State.

The Omaha, Neb., *Sovereign Visitor*, monthly, is credited with the largest circulation accorded to any paper in Omaha or in the State.

The Red Cloud, Neb., *Chief*, weekly, is credited with the largest circulation accorded to any paper in Red Cloud or in Webster County or in the Fifth Congressional District.

The West Point, Neb., *Republican*, weekly, is credited with the largest circulation accorded to any paper in West Point or in Cuming County or in the Third Congressional District.

The Wymore, Neb., *Arbor State*, weekly, is credited with the largest circulation accorded to any paper in Wymore or in Gage County.

The York, Neb., *Republican*, weekly, is credited with the largest circulation accorded to any paper in York or in the county.

The Reno, Nev., *Gazette*, daily and weekly, is credited with the largest circulation accorded to any paper in Reno or in Washoe County or in the State. It is the only paper in the State having a rating above 1,000.

The Berlin, N. H., *Independent*, weekly, is credited with the largest circulation accorded to any paper in Coos County.

The Claremont, N. H., *Advocate*, weekly, is credited with the largest circulation accorded to any paper in Claremont or in Sullivan County.

The Concord, N. H., *Evening Monitor* is credited with the largest circulation accorded to any daily paper in Concord or in Merrimack County.

The Concord, N. H., *Independent Statesman*, weekly, is credited with the largest circulation accorded to any paper in Concord or in Merrimack County.

The Concord, N. H., *Granite Monthly* is credited with the largest circulation accorded to any monthly paper in Concord or in the State.

The Dover, N. H., *Foster's Democrat*, daily, is credited with the largest circulation accorded to any paper in Dover or in Strafford County. No daily paper in the First Congressional District has a larger circulation.

The Keene, N. H., *Sentinel*, daily and weekly, is credited with the largest circulation accorded to any paper in Keene or in Cheshire County.

The Laconia, N. H., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Laconia or in Belknap County or in the First Congressional District.

The Littleton, N. H., *White Mountain Republic Journal*, weekly, is credited with the largest circulation accorded to any paper in Littleton or in Grafton County.

The Manchester, N. H., *Mirror and American*, daily, is credited with the largest circulation accorded to any evening paper in Manchester or in Hillsboro County or in the Second Congressional District or in the State.

The Manchester, N. H., *Mirror and Farmer*, weekly, is credited with the largest circulation accorded to any paper in Manchester or in Hillsboro County or in the Second Congressional District or in the State.

The Manchester, N. H., *Union* is credited with the largest circulation accorded to any daily paper in Manchester or in Hillsboro County or in the Second Congressional District or in the State.

The Portsmouth, N. H., *Times* is credited with the largest circulation accorded to any daily paper in Portsmouth or in Rockingham County. No daily paper in the First Congressional District has a larger circulation.

The North Conway, N. H., *White Mountain Reporter*, weekly, is credited with the largest circulation accorded to any paper in Carroll County.

The Atlantic City, N. J., *Review* is credited with the largest circulation accorded to any daily paper in Atlantic City or in the county.

The Atlantic City, N. J., *Sunday Journal*, weekly, is credited with the largest circulation accorded to any paper in Atlantic City or in the county.

The Bridgeton, N. J., *News*, daily, is credited with the largest circulation accorded to any paper in Bridgeton or in Cumberland County.

The Camden, N. J., *Post*, daily, is credited with the largest circulation accorded to any paper in Camden or in the county or in the First Congressional District.

The Cape May, N. J., *Star of the Cape*, weekly, is credited with the largest circulation accorded to any paper in Cape May or in the county.

The Deckertown, N. J., *Independent*, weekly, is credited with the largest circulation accorded to any paper in Deckertown or in Sussex County.

The Dover, N. J., *Index*, weekly, is credited with the largest circulation accorded to any paper in Dover or in Morris County or in the Fourth Congressional District.

The Elizabeth, N. J., *Journal*, daily, is credited with the largest circulation accorded to any paper in Elizabeth or in Union County.

The Elmer, N. J., *Times*, weekly, is credited with the largest circulation accorded to any paper in Salem County.

The Hackensack, N. J., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Hackensack or in Bergen County.

The Jersey City, N. J., *Evening Journal*, daily, is credited with the largest circulation accorded to any paper in Jersey City or in Hudson County or in the Seventh Congressional District. It has the largest circulation of any daily paper in the State, with but one exception.

The Lakewood, N. J., *Times and Journal*, weekly, is credited with the largest circulation accorded to any paper in Ocean County.

The Mount Holly, N. J., *News*, weekly, is credited with the largest circulation accorded to any paper in Mount Holly or in Burlington County.

The Newark, N. J., *News*, daily, is credited with the largest circulation accorded to any paper in Newark or in Essex County or in the Sixth and Eighth Congressional Districts or in the State.

The Newark, N. J., *Sunday Call* is credited with the largest circulation accorded to any weekly paper in Newark or in Essex County or in the Sixth and Eighth Congressional Districts or in the State.

The Newark, N. J., *Railroad Employee* is credited with the largest circulation accorded to any monthly paper in Newark or in the State.

The Passaic, N. J., *Advertiser* is credited with the largest circulation accorded to any weekly paper in Passaic or in the county.

The Paterson, N. J., *Evening News*, daily, is credited with the largest circulation accorded to any paper in Paterson or in Passaic County or in the Fifth Congressional District.

The Perth Amboy, N. J., *Chronicle*, weekly, is credited with the largest circulation accorded to any paper in Perth Amboy or in Middlesex County.

The Red Bank, N. J., *Register*, weekly, is credited with the largest circulation accorded to any paper in Red Bank or in Monmouth County or in the Third Congressional District.

The Somerville, N. J., *Democrat* is credited with the largest circulation accorded to any weekly paper in Somerville or in Somerset County.

The Trenton, N. J., *True American* is credited with the largest circulation accorded to any daily paper in Trenton or in Mercer County or in the Second Congressional District.

The Trenton, N. J., *Sunday Advertiser*, weekly, is credited with the largest circulation accorded to any paper in Trenton or in Mercer County or in the Second Congressional District.

The Washington, N. J., *Star*, weekly, is credited with the largest circulation accorded to any paper in Washington or in Warren County.

The Woodbury, N. J., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Woodbury or in Gloucester County.

The Eddy, New Mexico, *Pecos Valley Argus*, weekly, is credited with the largest circulation accorded to any paper in Eddy or in the county or in the Territory.

The Las Vegas, New Mexico, *La Vos del Pueblo*, weekly, is credited with the largest circulation accorded to any paper in Las Vegas or in San Miguel County.

The Albany, N. Y., *Press and Knickerbocker* is credited with the largest circulation accorded to any morning paper in Albany or in the county or in the Twentieth Congressional District.

The Albany, N. Y., *Times-Union* is credited with the largest circulation accorded to any daily paper in Albany or in the county or in the Twentieth Congressional District.

The Albany, N. Y., *Sunday Telegram*, weekly, is credited with the largest circulation accorded to any paper in Albany or in the county or in the Twentieth Congressional District.

The Amsterdam, N. Y., *Democrat and Recorder*, daily, is credited with the largest circulation accorded to any paper in Amsterdam or in Montgomery County or of any daily paper in the Twenty-first Congressional District.

The Batavia, N. Y., *News*, daily, is credited with the largest circulation accorded to any paper in Batavia or in Genesee County, or of any daily or weekly paper in the Thirtieth Congressional District.

The Binghamton, N. Y., *Leader*, daily, is credited with the largest circulation accorded to any paper in Binghamton or in Broome

County or in the Twenty-sixth Congressional District.

The Binghamton, N. Y., *Leader* is credited with the largest circulation accorded to any weekly paper in Binghamton or in Broome County or in the Twenty-sixth Congressional District.

The Binghamton, N. Y., *Republican* is credited with the largest circulation accorded to any morning paper in Binghamton or in Broome County or in the Twenty-sixth Congressional District.

The Brooklyn, N. Y., *Eagle* is credited with the largest circulation accorded to any daily paper in Brooklyn or in Kings County or in the Second, Third, Fourth, Fifth and Sixth Congressional Districts.

The Brooklyn, N. Y., *Eagle*, Sunday, is credited with the largest circulation accorded to any paper in Brooklyn or in Kings County or in the Second, Third, Fourth, Fifth and Sixth Congressional Districts.

The Brooklyn, N. Y., *Everywhere* is credited with the largest circulation accorded to any monthly in Brooklyn or in Kings County.

The Buffalo, N. Y., *News* is credited with the largest circulation accorded to any daily paper in Buffalo or in Erie County or in the Thirty-second and Thirty-third Congressional Districts or in the State outside the city of New York.

The Buffalo, N. Y., *Morning Express* is credited with the largest circulation accorded to any morning paper in Buffalo or in Erie County or in the Thirty-second and Thirty-third Congressional Districts.

The Buffalo, N. Y., *Illustrated Express*, Sunday, is credited with the largest circulation accorded to any paper in Buffalo or in Erie County or in the Thirty-second and Thirty-third Congressional Districts.

The Buffalo, N. Y., *Educator* is credited with the largest circulation accorded to any monthly paper in Buffalo or in Erie County.

The Canajoharie, N. Y., *Hay Trade Journal* is credited with the largest circulation accorded to any weekly paper in Canajoharie or in Montgomery County.

The Catskill, N. Y., *Examiner*, weekly, is credited with the largest circulation accorded to any paper in Catskill or in Greene County.

The Chatham, N. Y., *Courier* is credited with the largest circulation accorded to any weekly paper in Chatham or in Columbia County.

The College Point, N. Y., *Long Island Central Zeitung* is credited with the largest circulation accorded to any weekly paper in College Point or in Queens County or in the First Congressional District.

The Cooperstown, N. Y., *Otsego Farmer*, weekly, is credited with the largest circulation accorded to any paper in Cooperstown or in Otsego County or in the Twenty-first Congressional District.

The Cortland, N. Y., *Standard*, daily and weekly, is credited with the largest circulation accorded to any paper in Cortland or in the county.

The Dolgeville, N. Y., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Dolgeville or in Herkimer County.

The Dunkirk, N. Y., *Grape Belt*, weekly, is credited with the largest circulation accorded to any paper in Dunkirk or in Chautauqua County or in the Thirty-fourth Congressional District.

The Elmira, N. Y., *Advertiser* is credited with the largest circulation accorded to any daily paper in Elmira or in Chemung County or in the Twenty-ninth Congressional District.

The Elmira, N. Y., *Telegram*, weekly, is credited with the largest circulation accorded to any paper in Elmira or in Chemung County or in the Twenty-ninth Congressional District. But one other weekly paper in the State has a larger circulation.

The Flushing, N. Y., *Journal*, daily, is credited with the largest circulation accorded to any paper in Flushing or of any daily paper in Queens County or in the First Congressional District.

The Friendship, N. Y., *Register*, weekly, is credited with the largest circulation accorded to any paper in Allegany County.

The Gloversville, N. Y., *Leader*, daily, is credited with the largest circulation accorded to any paper in Gloversville or in Fulton County. It has the largest circulation of any daily in the Twenty-second Congressional District.

The Holley, N. Y., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Orleans County.

The Hornellsville, N. Y., *Evening Tribune* is credited with the largest circulation accorded to any daily paper in Hornellsville or in Steuben County.

The Irvington, N. Y., *Cosmopolitan*, monthly, is credited with the largest circulation accorded to any of the magazines published in the State.

The Ithaca, N. Y., *Journal* is credited with the largest circulation accorded to any daily paper in Ithaca or in Tompkins County.

The Kingston, N. Y., *Freeman*, daily, and the *Freeman and Journal*, weekly, are credited with the largest circulations accorded to any papers in Kingston or in Ulster County. The *Freeman* has the largest circulation of any daily paper in the Eighteenth Congressional District.

The Le Roy, N. Y., *Gazette* is credited with the largest circulation accorded to any weekly paper in Genesee County.

The Livingston Manor, N. Y., *Ensign*, weekly, is credited with the largest circulation accorded to any paper in Sullivan County.

The Lockport, N. Y., *Union-Sun*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Lockport or in Niagara County.

The Lowville, N. Y., *Journal and Republican*, weekly, is credited with the largest circulation accorded to any paper in Lowville or in Lewis County.

The Malone, N. Y., *Palladium*, weekly, is credited with the largest circulation accorded to any paper in Malone or in Franklin County.

The Middleburg, N. Y., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Middleburg or in Schoharie County.

The Newark, N. Y., *Arcadian Gazette*, weekly, is credited with the largest circulation accorded to any paper in Newark or in Wayne County.

The Newburgh, N. Y., *News* is credited with the largest circulation accorded to any daily paper in Newburgh or in Orange County or the Seventeenth Congressional District.

The New York City, N. Y., *Christian Herald* is credited with the largest circulation accorded to any weekly paper in N. Y. City or in the State.

The New York City, N. Y., *Metropolitan and Rural Home*, monthly, is credited with the largest circulation accorded to any paper in New York City or in the State.

The Norwich, N. Y., *Union*, weekly, is credited with the largest circulation accorded to any paper in Norwich or in Chenango County.

The Nyack, N. Y., *Star* is credited with the largest circulation accorded to any daily paper in Nyack or in Rockland County.

The Nyack, N. Y., *Christian and Missionary Alliance*, weekly, is credited with the largest circulation accorded to any paper in Nyack or in the county.

The Olean, N. Y., *Times*, daily, is credited with the largest circulation accorded to any paper in Olean or of any daily paper in Cattaraugus County.

The Oneida, N. Y., *Post*, weekly, is credited with the largest circulation accorded to any paper in Oneida or in Madison County.

The Owego, N. Y., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Owego or in Tioga County.

The Penn Yan, N. Y., *Chronicle*, weekly, is credited with the largest circulation accorded to any paper in Penn Yan or in Yates County.

The Plattsburg, N. Y., *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Plattsburg or in Clinton County or in the Twenty-third Congressional District.

The Port Henry, N. Y., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Port Henry or in Essex County.

The Port Jefferson, N. Y., *Times*, weekly, is credited with the largest circulation accorded to any paper in Suffolk County.

The Port Jervis, N. Y., *New York Farmer*, weekly, is credited with the largest circulation accorded to any paper in Port Jervis or in Orange County.

The Potsdam, N. Y., *Courier and Freeman* is credited with the largest circulation accorded to any weekly paper in Potsdam or in St. Lawrence County or in the Twenty-second Congressional District.

The Poughkeepsie, N. Y., *Star* is credited with the largest circulation accorded to any daily paper in Poughkeepsie or in Dutchess County.

The Poughkeepsie, N. Y., *Sunday Courier*, weekly, is credited with the largest circulation accorded to any paper in Poughkeepsie or in Dutchess County or in the Eighteenth Congressional District.

The Rochester, N. Y., *Democrat and Chronicle*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Rochester or in Monroe County or in the Thirty-first Congressional District.

The Rochester, N. Y., *Union and Advertiser* is credited with the largest circulation accorded to any evening paper in Rochester or in Monroe County or the Thirty first Congressional District.

The Saratoga Springs, N. Y., *Saratogian*, daily, is credited with the largest circulation accorded to any paper in Saratoga Springs or in the county.

The Saratoga Springs, N. Y., *Eagle* is credited with the largest circulation accorded to any weekly paper in Saratoga Springs or in the county.

The Schenectady, N. Y., *Star* is credited with the largest circulation accorded to any daily paper in Schenectady or in the county.

The Schenectady, N. Y., *Union*, weekly, is credited with the largest circulation accorded to any weekly paper in Schenectady or in the county.

The Seneca Falls, N. Y., *Reveille*, weekly, is credited with the largest circulation accorded any paper in Seneca Falls or in the county.

The Stapleton, N. Y., *Staten Island Leader*, weekly, is credited with the largest circulation accorded to any paper in Stapleton or in Richmond County.

The Suffern, N. Y., *Recorder* is credited with the largest circulation accorded to any weekly paper in Rockland County.

The Syracuse, N. Y., *Herald*, daily and Sunday, is credited with the largest circulation accorded to any paper in Syracuse or in Onondaga County or in the Twenty-seventh Congressional District.

The Syracuse, N. Y., *Post*, daily, is credited with the largest circulation accorded to any morning paper in Syracuse or in Onondaga County or in the Twenty-seventh Congressional District.

The Troy, N. Y., *Times* is credited with the largest circulation accorded to any daily paper in Troy or in Rensselaer County or in the Nineteenth Congressional District.

The Troy, N. Y., *Northern Budget*, weekly, is credited with the largest circulation accorded to any paper in Troy or in Rensselaer County or in the Nineteenth Congressional District.

The Utica, N. Y., *Saturday Globe*, weekly, is credited with the largest circulation accorded to any paper in Utica or in Oneida County or in the Twenty-fifth Congressional District. But one weekly paper in the State has a larger circulation.

The Utica, N. Y., *Press* is credited with the largest circulation accorded to any daily paper in Utica or in Oneida County or in the Twenty-fifth Congressional District.

The Utica, N. Y., *Observer* is credited with the largest circulation accorded to any evening paper in Utica or in Oneida County or in the Twenty-fifth Congressional District.

The Walton, N. Y., *Reporter*, weekly, is credited with the largest circulation accorded to any paper in Walton or in Delaware County.

The Warsaw, N. Y., *Times*, weekly, is credited with the largest circulation accorded to any paper in Warsaw or in Wyoming County. It has the largest circulation of any weekly in the Thirtieth Congressional District.

The Watertown, N. Y., *Times*, daily and weekly, is credited with the largest circulation accorded to any paper in Watertown or in Jefferson County or in the Twenty-fourth Congressional District.

The Watkins, N. Y., *Express*, weekly, is credited with the largest circulation accorded to any paper in Watkins, or in Schuyler County.

The Yonkers, N. Y., *Herald*, daily, is credited with the largest circulation accorded to any paper in Yonkers or in Westchester County.

The Yonkers, N. Y., *Home Journal* is credited with the largest circulation accorded to any weekly paper in Yonkers or in Westchester County.

The Asheville, N. C., *State Register* is credited with the largest circulation accorded to any daily or weekly paper in Asheville or in Buncombe County.

The Carthage, N. C., *Blade*, weekly, is credited with the largest circulation accorded to any paper in Moore County.

The Charlotte, N. C., *News* is credited with the largest circulation accorded to any daily paper in Charlotte or in Mecklenburg County or in the Sixth Congressional District.

The Charlotte, N. C., *Star of Zion* is credited with the largest circulation accorded to any weekly paper in Charlotte or in Mecklenburg County.

The Concord, N. C., *Times*, weekly, is credited with the largest circulation accorded to any paper in Concord or in Cabarrus County or in the Seventh Congressional District.

The Fayetteville, N. C., *North Carolina Baptist*, weekly, is credited with the largest circulation accorded to any paper in Fayetteville or in Cumberland County or in the Third Congressional District.

The Greensboro, N. C., *North Carolina Christian Advocate*, weekly, is credited with the largest circulation accorded to any paper in Greensboro or in Guilford County.

The Kinston, N. C., *Free Press*, weekly, is credited with the largest circulation accorded to any paper in Kinston or in Lenoir County or in the Second Congressional District.

The Wilmington, N. C., *North Carolina Presbyterian*, weekly, is credited with the largest circulation accorded to any paper in Wilmington or in New Hanover County.

The Winston, N. C., *Union Republican*, weekly, is credited with the largest circulation accorded to any paper in Winston or in Forsyth County or in the Eighth Congressional District.

The Devil's Lake, N. D., *Inter-Ocean*, weekly, is credited with the largest circulation accorded to any paper in Devil's Lake or in Ramsey County.

The Fargo, N. D., *Forum* is credited with the largest circulation accorded to any daily paper in Fargo or in Cass County or in the State.

The Fargo, N. D., *Forum* is credited with the largest circulation accorded to any weekly in Fargo or in Cass County or of any English weekly in the State.

The Fargo, N. D., *Record*, monthly, is credited with the largest circulation accorded to any paper in Fargo or in Cass County. It has the largest circulation of any monthly in the State.

The Grand Forks, N. D., *Normanden*, weekly, is credited with the largest circulation accorded to any paper in Grand Forks or in the county or in the State.

The Hillsboro, N. D., *Afholds-Basunen*, weekly, is credited with the largest circulation accorded to any paper in Hillsboro or in Traill County.

The Mandan, N. D., *Independent*, weekly, is credited with the largest circulation accorded to any paper in Mandan or in Morton County.

The Pembina, N. D., *Pioneer Express*, weekly, is credited with the largest circulation accorded to any paper in Pembina County.

The Wahpeton, N. D., *Globe*, weekly, is credited with the largest circulation accorded to any paper in Wahpeton or in Richland County.

The Akron, Ohio, *Beacon*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Akron or in Summit County or in the Nineteenth Congressional District.

The Akron, Ohio, *Self-Culture*, monthly, is credited with the largest circulation accorded to any paper in Akron or any monthly paper in the State outside of Springfield.

The Ashland, Ohio, *Press*, weekly, is credited with the largest circulation accorded to any paper in Ashland or in the county.

The Ashtabula, Ohio, *Beacon*, daily, and *Telegraph*, weekly, are credited with the largest circulations accorded to any paper in Ashtabula or in the county.

The Athens, Ohio, *Messenger and Herald*, weekly, is credited with the largest circulation accorded to any paper in Athens or in the county or in the Eleventh Congressional District.

The Barnesville, Ohio, *Enterprise*, weekly, is credited with the largest circulation accorded to any paper in Barnesville or in Belmont County.

The Batavia, Ohio, *Sun*, weekly, is credited with the largest circulation accorded to any paper in Batavia or in Clermont County or of any daily or weekly paper in the Sixth Congressional District.

The Bowling Green, Ohio, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Bowling Green or in Wood County.

The Bucyrus, Ohio, *Telegraph*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Bucyrus or in Crawford County or of any daily paper in the Thirteenth Congressional District.

The Cadiz, Ohio, *Republican*, weekly, is credited with the largest circulation accorded to any paper in Cadiz or in Harrison County or in the Sixteenth Congressional District.

The Cambridge, Ohio, *Herald*, weekly, is credited with the largest circulation accorded to any paper in Cambridge or in Guernsey County.

The Canal Dover, Ohio, *Iron Valley Reporter*, weekly, is credited with the largest circulation accorded to any paper in Canal Dover or in Tuscarawas County.

The Canton, Ohio, *Repository*, daily, Sunday and weekly, is credited with the largest circulations accorded to any paper in Canton or in Stark County. The weekly has the largest circulation of any paper in the Eighteenth Congressional District.

The Carrollton, Ohio, *Chronicle*, weekly, is credited with the largest circulation accorded to any paper in Carrollton or in Carroll County.

The Chillicothe, Ohio, *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Chillicothe or in Ross County.

The Cincinnati, Ohio, *Post* is credited with the largest circulation accorded to any daily paper in Cincinnati or in Hamilton County or in the First and Second Congressional Districts or in the State.

The Cincinnati, Ohio, *Enquirer* is credited with the largest circulation accorded to any morning paper in Cincinnati or in Hamilton County or in the First and Second Congressional Districts.

The Cincinnati, Ohio, *Commercial Gazette* is credited with the largest circulation accorded to any weekly paper in Cincinnati or in Hamilton County or in the First and Second Congressional Districts.

The Clarington, Ohio, *Independent*, weekly, is credited with the largest circulation accorded to any paper in Monroe County.

The Cleveland, O., *Press*, daily, is credited with the largest circulation accorded to any paper in Cleveland or in Cuyahoga County or in the Twentieth and Twenty-first Congressional Districts. With but one exception it has the largest circulation of any paper in the State.

The Cleveland, Ohio, *Union Gospel News* is credited with the largest circulation accorded to any weekly paper in Cleveland. It has the largest circulation of any religious paper in the State.

The Columbus, Ohio, *State Journal*, daily, is credited with the largest circulation accorded to any morning paper in Columbus or in Franklin County or in the Twelfth Congressional District.

The Columbus, Ohio, *State Journal*, weekly, is credited with the largest circulation accorded to any paper in Columbus or in Franklin County or in the Twelfth Congressional District.

The Columbus, Ohio, *Morning Post* and *Evening Press* are credited with the largest combined circulation accorded to any daily paper in Columbus or in Franklin County or in the Twelfth Congressional District.

The Columbus, Ohio, *City and Country* is credited with the largest circulation accorded to any monthly paper in Columbus.

The Coshocton, Ohio, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Coshocton or in the county.

The Dayton, Ohio, *Times* is credited with the largest circulation accorded to any morning paper in Dayton or in Montgomery County or in the Third Congressional District.

The Dayton, Ohio, *Farmer's Home* is credited with the largest circulation accorded to any weekly paper in Dayton or in Montgomery County.

The Dayton, Ohio, *Young Catholic Messenger*, semi-monthly, is credited with the largest circulation accorded to any paper in Dayton or in Montgomery County.

The East Palestine, Ohio, *Reveille Echo*, weekly, is credited with the largest circulation accorded to any paper in Columbiana County.

The Elyria, Ohio, *Republican*, weekly, is credited with the largest circulation accorded to any daily or weekly paper in Elyria or in Lorain County.

The Findlay, Ohio, *Republican*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Findlay or in Hancock County. It has the largest circulation of any daily in the Eighth Congressional District.

The Gallipolis, Ohio, *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Gallipolis or in the county.

The Greenville, Ohio, *Democratic Advocate*, weekly, is credited with the largest circulation accorded to any paper in Greenville or in Darke County.

The Hamilton, Ohio, *News* is credited with the largest circulation accorded to any weekly paper in Hamilton or in Butler County.

The Ironton, Ohio, *Republican* is credited with the largest circulation accorded to any daily paper in Ironton or in Lawrence County or in the Tenth Congressional District.

The Jackson, Ohio, *Standard Journal*,

The Dependence and Guide.

Messrs. Geo. P. Rowell & Co.'s *American Newspaper Directory* has long since earned the reputation of being the best of its character. It contains the results of patient, expensive and systematic effort to secure all attainable information of interest concerning American Newspapers. The work has been honestly done. This will not be questioned by any unprejudiced examiner. The most important question is circulation. In attempting to give this information the Editor of the Directory encounters his most difficult work. As a rule, newspaper publishers lie, directly or indirectly, concerning the circulations of their papers. It is the aim and necessity of the Directory to give the truth instead. The result of this difference of purpose is inevitable—a great deal of criticism and abuse from publishers whose untruthful statements have not been accepted by the Editor of the Directory. The attacks of papers of this class upon the corrections of the Directory have, however, been unsuccessful in affecting general confidence in the character of the work, and Geo. P. Rowell & Co.'s *American Newspaper Directory* is to-day the dependence and guide, in a greater or less degree, of every large advertiser in the country.

—*Chicago (Ill.) Daily News, August*, 1880.

weekly, is credited with the largest circulation accorded to any paper in Jackson or in the county.

The Kenton, Ohio, *Graphic-News*, weekly, is credited with the largest circulation accorded to any paper in Kenton or in Hardin County or of any weekly paper in the Eighth Congressional District.

The Lancaster, Ohio, *Ohio Eagle*, weekly, is credited with the largest circulation accorded to any paper in Lancaster or in Fairfield County.

The Logan, Ohio, *Journal Gazette*, weekly, is credited with the largest circulation accorded to any paper in Logan or in Hocking County.

The London, Ohio, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in London or in Madison County.

The McArthur, Ohio, *Democrat-Enquirer*, weekly, is credited with the largest circulation accorded to any paper in McArthur or in Vinton County.

The Mansfield, Ohio, *News*, daily and weekly, is credited with the largest circulation accorded to any paper in Mansfield or in Richland County or of any daily or weekly in the Fourteenth Congressional District.

The Marietta, Ohio, *Register*, daily, is credited with the largest circulation accorded to any paper in Marietta or in Washington County.

The Montpelier, Ohio, *Enterprise*, weekly, is credited with the largest circulation accorded to any paper in Williams County.

The Mt. Gilead, Ohio, *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Mt. Gilead or in Morrow County.

The Mt. Vernon, Ohio, *Democratic Banner*, weekly, is credited with the largest circulation accorded to any paper in Mt. Vernon or in Knox County.

The Napoleon, Ohio, *Signal*, weekly, is credited with the largest circulation accorded to any paper in Napoleon or in Henry County.

The Newark, Ohio, *Advocate*, daily and weekly, is credited with the largest circulation accorded to any daily or weekly in Newark or in Licking County or in the Seventeenth Congressional District.

The Norwalk, Ohio, *Experiment* is credited with the largest circulation accorded to any weekly paper in Norwalk or in Huron County.

The Ottawa, Ohio, *Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Ottawa or in Putnam County.

The Painesville, Ohio, *Telegraph*, daily and weekly, is credited with the largest circulation accorded to any paper in Painesville or in Lake County.

The Paulding, Ohio, *Republican*, weekly, is credited with the largest circulation accorded to any paper in Paulding or in the county or in the Fifth Congressional District.

The Piqua, Ohio, *Call*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Piqua or in Miami County.

The Port Clinton, Ohio, *Zeitung*, weekly, is credited with the largest circulation accorded to any paper in Port Clinton or in Ottawa County.

The Ravenna, Ohio, *Republican*, weekly, is credited with the largest circulation accorded to any paper in Ravenna or in Portage County.

The Richwood, Ohio, *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Richwood or in Union County.

The Ripley, Ohio, *Bee*, weekly, is credited with the largest circulation accorded to any paper in Ripley or in Brown County.

The Sidney, Ohio, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Sidney or in Shelby County.

The Springfield, Ohio, *Gazette*, daily, is credited with the largest circulation accorded to any evening paper in Springfield or in Clark County or in the Seventh Congressional District.

The Springfield, Ohio, *Morning Sun* is credited with the largest circulation accorded to any daily paper in Springfield or in Clark County or in the Seventh Congressional District.

The Springfield, Ohio, *Equity* is credited with the largest circulation accorded to any weekly paper in Springfield or in Clark County or in the Seventh Congressional District.

The Springfield, Ohio, *Farm and Fireside*, semi-monthly, is credited with the largest circulation accorded to any paper in Springfield or in the State.

The Springfield, Ohio, *Woman's Home Companion* is credited with the largest circulation accorded to any monthly paper in Springfield or in the State.

The Steubenville, Ohio, *Herald* is credited with the largest circulation accorded to any weekly paper in Steubenville or in Jefferson County.

The Steubenville, Ohio, *Star* is credited with the largest circulation accorded to any daily paper in Steubenville or in Jefferson County.

The Sunbury, Ohio, *News Item*, weekly, is credited with the largest circulation accorded to any daily or weekly paper in Delaware County.

The Tiffin, Ohio, *Tribune and Herald* is credited with the largest circulation accorded to any daily paper in Tiffin or in Seneca County.

The Tiffin, Ohio, *Advertiser*, semi-weekly, is credited with the largest circulation accorded to any daily, semi-weekly or weekly paper in Tiffin or in Seneca County or in the Thirteenth Congressional District.

The Toledo, Ohio, *Commercial* is credited with the largest circulation accorded to any morning paper in Toledo or in Lucas County or in the Ninth Congressional District.

The Toledo, Ohio, *Evening News* is credited with the largest circulation accorded to any daily paper in Toledo or in Lucas County or in the Ninth Congressional District.

The Toledo, Ohio, *Blade*, weekly, is credited with the largest circulation accorded to any paper in Toledo or in Lucas County or in the Ninth Congressional District or of any weekly paper in the State.

The Troy, Ohio, *Democrat* is credited with the largest circulation accorded to any paper in Troy or of any weekly paper in Miami County.

The Wapakoneta, Ohio, *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Wapakoneta or in Auglaize County or in the Fourth Congressional District.

The Warren, Ohio, *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Warren or in Trumbull County.

The Wauseon, Ohio, *Republican*, weekly, is credited with the largest circulation accorded to any paper in Wauseon or in Fulton County.

The West Liberty, Ohio, *Banner*, weekly, is credited with the largest circulation accorded to any paper in Logan County.

The West Union, Ohio, *New Era*, weekly, is credited with the largest circulation accorded to any paper in West Union or in Adams County.

The Wilmington, Ohio, *Journal*, weekly, is credited with the largest circulation accorded to any paper in Wilmington or in Clinton County.

The Wooster, Ohio, *Democrat*, weekly, is credited with the largest circulation accorded to any daily or weekly paper in Wooster or in Wayne County.

The Xenia, Ohio, *Gazette and Torchlight* is credited with the largest circulation accord-

ed to any daily or weekly paper in Xenia or in Greene County.

The Youngstown, Ohio, *Vindicator*, daily, is credited with the largest circulation accorded to any paper in Youngstown or in Mahoning County or of any daily paper in the Eighteenth Congressional District.

The Youngstown, Ohio, *Sunday Morning News* is credited with the largest circulation accorded to any weekly paper in Youngstown or in Mahoning County.

The Zanesville, Ohio, *Signal* is credited with the largest circulation accorded to any daily paper in Zanesville or in Muskingum County or in the Fifteenth Congressional District.

The Guthrie, Okla., *State Capital*, daily and weekly, are credited with the largest circulations accorded to any paper in Guthrie or in Logan County or in the State.

The Kingfisher, Okla., *Free Press*, weekly, is credited with the largest circulation accorded to any paper in Kingfisher or in the county.

The Newkirk, Okla., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Newkirk or in Kay County.

The Norman, Okla., *Oklahoma School Journal*, monthly, is credited with the largest circulation accorded to any paper in Norman or in Cleveland County.

The Shawnee, Okla., *Normal School Journal*, monthly, is credited with the largest circulation accorded to any paper in Shawnee or in Pottawatomie County or of any monthly in the Territory.

The Albany, Ore., *Herald*, daily, and *Herald Disseminator*, weekly, are credited with the largest circulations accorded to any paper in Albany or in Linn County.

The Astoria, Ore., *Astorian* is credited with the largest circulation accorded to any daily paper in Astoria or in Clatsop County.

The Astoria, Ore., *Budget*, weekly, is credited with the largest circulation accorded to any paper in Astoria or in Clatsop County.

The Dallas, Ore., *Itemizer*, weekly, is credited with the largest circulation accorded to any paper in Dallas or in Polk County.

The Eugene, Ore., *Guard*, weekly, is credited with the largest circulation accorded to paper in Eugene or in Lane County.

The Forest Grove, Ore., *Hatchet*, weekly, is credited with the largest circulation accorded to any paper in Forest Grove or in Washington County.

The Pendleton, Ore., *East Oregonian*, weekly, is credited with the largest circulation accorded to any paper in Pendleton or in Umatilla County.

The Portland, Ore., *Oregonian*, daily, Sunday and weekly, is credited with the largest circulation accorded to any paper in Portland or in Multnomah County or in the Second Congressional District or in the State.

The Portland, Ore., *Webfoot Planter* is credited with the largest circulation accorded to any monthly paper in Portland or in the State.

The Salem, Ore., *Journal*, daily and weekly, is credited with the largest circulation accorded to any paper in Salem or in Marion County or in the First Congressional District.

The *Times Mountaineer*, a weekly, at The Dalles, Ore., is credited with the largest circulation accorded to any paper in The Dalles or in Wasco County.

The Allentown, Pa., *Welt Bote*, weekly, is credited with the largest circulation accorded to any paper in Allentown or in Lehigh County or of any weekly paper in the Ninth Congressional District.

The Altoona, Pa., *Mirror*, daily, is credited with the largest circulation accorded to any paper in Altoona or in Blair County or in the Twentieth Congressional District.

The Altoona, Pa., *Tribune* is credited with the largest circulation accorded to any morning paper in Altoona or in Blair County or in the Twentieth Congressional District.

The Beaver Springs, Pa., *Herald* is credited with the largest circulation accorded to any weekly paper in Beaver Springs or in Snyder County.

The Bedford, Pa., *Inquirer*, weekly, is credited with the largest circulation accorded to any paper in Bedford or in the county.

The Bellefonte, Pa., *Keystone Gazette*, weekly, is credited with the largest circulation accorded to any paper in Bellefonte or in Center County or in the Twenty-eighth Congressional District.

The Bloomsburg, Pa., *Democratic Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Bloomsburg or in Columbia County.

The Bradford, Pa., *Evening Star*, daily, is credited with the largest circulation accorded to any paper in Bradford or in McKean County.

The Chambersburg, Pa., *Repository* is credited with the largest circulation accorded to any daily paper in Chambersburg or in Franklin County or the Eighteenth Congressional District.

The Chester, Pa., *Times*, daily, is credited with the largest circulation accorded to any paper in Chester or of any daily paper in Delaware County.

The Clarion, Pa., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Clarion or in the county.

The Connellsville, Pa., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Connellsville or in Fayette County.

The Doylestown, Pa., *Republican* is credited with the largest circulation accorded to any daily paper in Doylestown or in Bucks County.

The Dubois, Pa., *Express*, daily and weekly, is credited with the largest circulation accorded to any paper in Dubois or in Clearfield County. Its daily has the largest circulation accorded to any daily paper in the Twenty-eighth Congressional District.

The Dushore, Pa., *Review*, weekly, is credited with the largest circulation accorded to any paper in Dushore or in Sullivan County.

The Easton, Pa., *Free Press*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Easton or in Northampton County or of any daily in the Eighth Congressional District.

The Edinboro, Pa., *Educational Independent*, weekly, is credited with the largest circulation accorded to any paper in Edinboro or in Erie County.

The Erie, Pa., *Times* is credited with the largest circulation accorded to any daily paper in Erie or in the county or in the Twenty-sixth Congressional District.

The Greensburg, Pa., *Tribune*, daily, is credited with the largest circulation accorded to any paper in Greensburg or in Westmoreland County or of any daily paper in the Twenty-first Congressional District.

The Harrisburg, Pa., *Telegram*, weekly, is credited with the largest circulation accorded to any paper in Harrisburg or in Dauphin County or in the Fourteenth Congressional District.

The Hatboro, Pa., *Public Spirit*, weekly, is credited with the largest circulation accorded to any paper in Hatboro or any weekly paper in Montgomery County.

The Honesdale, Pa., *Independent*, semi-weekly, is credited with the largest circulation accorded to any paper in Honesdale or in Wayne County.

The Indiana, Pa., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Indiana or in the county.

The Johnstown, Pa., *Democrat*, daily, is credited with the largest circulation accorded to any paper in Johnstown or in Cambria County.

The Johnstown, Pa., *Tribune* is credited with the largest circulation accorded to any weekly paper in Johnstown or in Cambria County or in the Twentieth Congressional District.

The Kittanning, Pa., *Free Press*, weekly, is credited with the largest circulation accord-

ed to any paper in Kittanning or in Armstrong County.

The Laceyville, Pa., *Messenger*, weekly, is credited with the largest circulation accorded to any paper in Wyoming County.

The Lancaster, Pa., *New Era*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Lancaster or in the county or in the Tenth Congressional District.

The Lebanon, Pa., *Report*, daily, is credited with the largest circulation accorded to any paper in Lebanon or in the county.

The Lewisburg, Pa., *Saturday News*, weekly, is credited with the largest circulation accorded to any paper in Lewisburg or in Union County.

The Lewistown, Pa., *Free Press*, weekly, is credited with the largest circulat on accorded to any paper in Lewistown or in Mifflin County.

The Littlestown, Pa., *Independent*, weekly, is credited with the largest circulation accorded to any paper in Littlestown or in the county.

The Mauch Chunk, Pa., *News* is credited with the largest circulation accorded to any daily paper in Mauch Chunk or in Carbon County.

The Media, Pa., *American*, weekly, is credited with the largest circulation accorded to any paper in Media or in Delaware County or of any weekly paper in the Sixth Congressional District.

The Mercer, Pa., *Dispatch and Republican*, weekly, is credited with the largest circulation accorded to any paper in Mercer or in the county.

The Milton, Pa., *People*, weekly, is credited with the largest circulation accorded to any paper in Milton or in Northumberland County or in the Seventeenth Congressional District.

The Montrose, Pa., *Independent Republican*, weekly, is credited with the largest circulation accorded to any paper in Montrose or in Susquehanna County or in the Fifteenth Congressional District.

The New Bloomfield, Pa., *Times*, weekly, is credited with the largest circulation accorded to any paper in New Bloomfield or in Perry County.

The New Castle, Pa., *Courant Guardian*, weekly, is credited with the largest circulation accorded to any paper in New Castle or in Lawrence County.

The Oil City, Pa., *Derrick*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Oil City or in Venango County or in the Twenty-seventh Congressional District.

The Philadelphia, Pa., *Item*, daily and Sunday, is credited with the largest circulation accorded to any daily or weekly paper in Philadelphia or in the county or in the First, Second, Third, Fourth and Fifth Congressional Districts or in the State.

The Philadelphia, Pa., *Record*, daily, is credited with the largest circulation accorded to any morning paper in Philadelphia or in the county or in the First, Second, Third, Fourth and Fifth Congressional Districts or in the State.

The Philadelphia, Pa., *Ladies' Home Journal*, monthly, is credited with the largest circulation accorded to any paper in Philadelphia or in the State.

The Pittsburg, Pa., *Chronicle Telegraph* is credited with the largest circulation accorded to any daily paper in Pittsburg or in Allegheny County or in the Twenty-second, Twenty-third and Twenty-fourth Congressional Districts.

The Pittsburg, Pa., *Dispatch*, Sunday, is credited with the largest circulation accorded to any paper in Pittsburg or in Allegheny County or in the Twenty-second, Twenty-third and Twenty-fourth Congressional Districts.

The Pittsburg, Pa., *Post* is credited with the largest circulation accorded to any morning paper in Pittsburg or in Allegheny County or in the Twenty-second, Twenty-third and Twenty-fourth Congressional Districts.

The Pottstown, Pa., *News*, daily, is credited with the largest circulation accorded to any paper in Pottstown or in Montgomery County or in the Seventh Congressional District.

The Pottsville, Pa., *Republican*, daily, is credited with the largest circulation accorded to any paper in Pottsville or in Schuylkill County or in the Thirteenth Congressional District.

The Punxsutawney, Pa., *Spirit*, weekly, is credited with the largest circulation accorded to any paper in Punxsutawney or in Jefferson County or in the Twenty-first Congressional District.

The Reading, Pa., *Eagle*, daily, is credited with the largest circulation accorded to any paper in Reading or in Berks County or of any daily in the Ninth Congressional District.

The Scranton, Pa., *Truth* is credited with the largest circulation accorded to any daily paper in Scranton or in Lackawanna County or in the Eleventh Congressional District.

The Scranton, Pa., *Index*, weekly, is credited with the largest circulation accorded to any paper in Scranton or in Lackawanna County or in the Eleventh Congressional District.

The Shamokin, Pa., *Dispatch* is credited with the largest circulation accorded to any daily paper in Shamokin or in Northumberland County or in the Seventeenth Congressional District.

The Stroudsburg, Pa., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Stroudsburg or in Monroe County or of any weekly paper in the Eighth Congressional District.

The Titusville, Pa., *Herald* is credited with the largest circulation accorded to any daily paper in Titusville or in Crawford County.

The Towanda, Pa., *Review* is credited with the largest circulation accorded to any daily paper in Towanda or in Bradford County or in the Fifteenth Congressional District.

The Towanda, Pa., *Reporter Journal*, weekly, is credited with the largest circulation accorded to any paper in Towanda or in Bradford County.

The Washington, Pa., *Reporter*, daily and semi weekly, is credited with the largest circulation accorded to any paper in Washington or in the county.

The Weatherly, Pa., *Herald* is credited with the largest circulation accorded to any paper in Weatherly or of any weekly in Carbon County.

The West Chester, Pa., *Local News*, daily, is credited with the largest circulation accorded to any daily or weekly paper in West Chester or in Chester County or in the Sixth Congressional District.

The Wilkesbarre, Pa., *Record*, daily, is credited with the largest circulation accorded to any paper in Wilkesbarre or in Luzerne County or in the Twelfth Congressional District.

The Williamsport, Pa., *Sun* is credited with the largest circulation accorded to any daily paper in Williamsport or in Lycoming County or in the Sixteenth Congressional District.

The Williamsport, Pa., *Grit*, weekly, is credited with the largest circulation accorded to any paper in Williamsport or in Lycoming County or in the Sixteenth Congressional District or of any weekly in the State outside the city of Philadelphia.

The York, Pa., *Weekly* is credited with the largest circulation accorded to any paper in York or in the county or in the Nineteenth Congressional District.

The York, Pa., *Dispatch* is credited with the largest circulation accorded to any daily paper in York or in the county or in the Nineteenth Congressional District.

The Newport, R. I., *News*, daily, is credited with the largest circulation accorded to any paper in Newport or in the county.

The Newport, R. I., *Mercury* is credited with the largest circulation accorded to any weekly paper in Newport or in the county.

The Pawtucket, R. I., *Times*, daily, is credited with the largest circulation accorded to any paper in Pawtucket or in the Second Congressional District.

The Phœnix, R. I., *Gleaner*, weekly, is credited with the largest circulation accorded to any paper in Kent County or of any weekly in the Second Congressional District.

The Pawtucket, R. I., *Evening Bulletin*, daily, is credited with the largest circulation accorded to any paper in Providence or in the county or in the First Congressional District or in the State.

The Providence, R. I., *Telegram*, Sunday, is credited with the largest circulation accorded to any weekly paper in Providence or in the county or in the First Congressional District or in the State.

The Providence, R. I., *Journal*, daily, is credited with the largest circulation accorded to any morning paper in Providence or in the county or in the First Congressional District or in the State.

The Providence, R. I., *Home Guard* is credited with the largest circulation accorded to any monthly paper in Providence or in the State.

The Wakefield, R. I., *Narragansett Times* is credited with the largest circulation accorded to any weekly paper in Washington County.

The Westerly, R. I., *Tribune*, daily, is credited with the largest circulation accorded to any paper in Westerly or in Washington County.

The Anderson, S. C., *People's Advocate*, weekly, is credited with the largest circulation accorded to any paper in Anderson or in the county.

The Charleston, S. C., *News and Courier*, daily, is credited with the largest circulation accorded to any paper in Charleston or in the county or in the First Congressional District. It has the largest circulation of any daily paper in the State.

The Clinton, S. C., *Southern Presbyterian* is credited with the largest circulation accorded to any weekly paper in Clinton or in Laurens County.

The Columbia, S. C., *State* is credited with the largest circulation accorded to any daily paper in Columbia or in Richland County or in the Seventh Congressional District. It has the largest circulation, with but one exception, of any daily in the State.

The Columbia, S. C., *Way of Faith*, weekly, is credited with the largest circulation accorded to any paper in Columbia or in the State.

The Dillon, S. C., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Marion County or in the Sixth Congressional District.

The Due West, S. C., *Associate Reformed Presbyterian*, weekly, is credited with the largest circulation accorded to any paper in Abbeville County.

The Greenville, S. C., *Southern Christian Advocate*, weekly, is credited with the largest circulation accorded to any paper in Greenville or in the county. It has the largest circulation, with but one exception, of any paper in the State.

The Lancaster, S. C., *Enterprise*, weekly, is credited with the largest circulation accorded to any paper in Lancaster or in the county.

The Newberry, S. C., *Lutheran Visitor*, weekly, is credited with the largest circulation accorded to any paper in Newberry or in the county.

The Spartanburg, S. C., *Piedmont Headlight*, weekly, is credited with the largest circulation accorded to any paper in Spartanburg or in the county.

The Aberdeen, S. D., *Dakota Ruralist*, weekly, is credited with the largest circulation accorded to any daily or weekly paper in Aberdeen or in Brown County.

The Aberdeen, S. D., *Dakota Farmer*, semi-monthly, is credited with the largest circulation accorded to any paper in Aberdeen or in Brown County or in the State.

The Canton, S. D., *Sioux Valley News*, weekly, is credited with the largest circulation accorded to any paper in Canton or in Lincoln County.

The Huron, S. D., *Herald Democrat*, weekly, is credited with the largest circulation accorded to any paper in Huron or in Beadle County.

The Sioux Falls, S. D., *Argus Leader*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Sioux Falls or in Minnehaha County. It has the largest circulation of any daily in the State.

The Sioux Falls, S. D., *Fremad* is credited with the largest circulation accorded to any weekly paper in Sioux Falls or in Minnehaha County or in the State.

The Sioux Falls, S. D., *Successful Farmer* is credited with the largest circulation accorded to any monthly paper in Sioux Falls or in the State.

The Chattanooga, Tenn., *Times*, daily, Sunday and semi-weekly, is credited with the largest circulation accorded to any daily, semi-weekly or weekly paper in Chattanooga or in Hamilton County or in the Third Congressional District.

The Columbia, Tenn., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Columbia or in Maury County or in the Seventh Congressional District.

The Dyersburg, Tenn., *Neal's State Gazette*, weekly, is credited with the largest circulation accorded to any paper in Dyersburg or in the county.

The Fayetteville, Tenn., *Observer*, weekly, is credited with the largest circulation accorded to any paper in Fayetteville or in Lincoln County.

The Harriman, Tenn., *East Tennessee Baptist*, weekly, is credited with the largest circulation accorded to any paper in Harriman or in Roane County.

The Jackson, Tenn., *Dispatch*, weekly, is credited with the largest circulation accorded to any paper in Jackson or in Madison County or in the Eighth Congressional District.

The Jonesboro, Tenn., *Herald and Tribune*, weekly, is credited with the largest circulation accorded to any paper in Washington County or in the First Congressional District.

The Knoxville, Tenn., *Sentinel* is credited with the largest circulation accorded to any daily paper in Knoxville or in Knox County or in the Second Congressional District.

The Knoxville, Tenn., *Tribune*, Sunday, is credited with the largest circulation accorded to any weekly paper in Knoxville or in Knox County or in the Second Congressional District.

The Martin, Tenn., *Primitive Baptist*, weekly, is credited with the largest circulation accorded to any paper in Martin or in Weakley County.

The Memphis, Tenn., *Commercial Appeal* is credited with the largest circulation accorded to any daily paper in Memphis or in Shelby County or in the Tenth Congressional District or in the State.

The Memphis, Tenn., *Commercial Appeal*, weekly, is credited with the largest circulation accorded to any paper in Memphis or in Shelby County or in the Tenth Congressional District or in the State.

The Nashville, Tenn., *Sunday School Magazine* is credited with the largest circulation accorded to any monthly paper in Nashville or in the State.

The Abilene, Tex., *West Texas Sentinel*, weekly, is credited with the largest circulation accorded to any paper in Abilene or in Taylor County or in the Thirteenth Congressional District.

The Atlanta, Tex., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Atlanta or in Cass County.

The Austin, Tex., *Evening News* is credited with the largest circulation accorded to any daily paper in Austin or in Travis County or in the Ninth Congressional District.

The Austin, Tex., *Firm Foundation*, weekly, is credited with the largest circulation accorded to any paper in Austin or in Travis County.

The Belton, Tex., *Sunday Morning Call*, weekly, is credited with the largest circulation accorded to any paper in Belton or in Bell County.

The Brownwood, Tex., *Bulletin*, weekly, is credited with the largest circulation accorded to any paper in Brownwood or in the county.

The Cisco, Tex., *New West*, weekly, is credited with the largest circulation accorded to any paper in Cisco or in Eastland County.

The Cleburne, Tex., *Chronicle*, weekly, is credited with the largest circulation accorded to any paper in Cleburne or in Johnson County.

The Corsicana, Tex., *News*, weekly, is credited with the largest circulation accorded to any paper in Corsicana or in Navarro County.

The Dallas, Tex., *Morning News* is credited with the largest circulation accorded to any daily paper in Dallas or in the county or in the Sixth Congressional District.

The Dallas, Tex., *Texas Farmer*, weekly, is credited with the largest circulation accorded to any paper in Dallas or in the county or in the State.

The Dallas, Tex., *Southern Home* is credited with the largest circulation accorded to any monthly paper in Dallas or in the county. It has the largest circulation, with one exception, of any monthly in the State.

The Denison, Tex., *Herald*, daily and weekly, is credited with the largest circulation accorded to any paper in Denison or in Grayson County or in the Fifth Congressional District.

The Denton, Tex., *News*, weekly, is credited with the largest circulation accorded to any paper in Denton or in the county.

The Fort Worth, Tex., *Mail-Telegram*, daily, is credited with the largest circulation accorded to any paper in Fort Worth or in Tarrant County or in the Eighth Congressional District.

The Galveston, Tex., *News*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Galveston or in the county or in the Tenth Congressional District.

The Georgetown, Tex., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Georgetown or in Williamson County.

The Greenville, Tex., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Greenville or in Hunt County or in the Third Congressional District.

The Hallettsburg, Tex., *New Era*, weekly, is credited with the largest circulation accorded to any paper in Hallettsville or in Lavaca County.

The Hamilton, Tex., *Journal News*, weekly, is credited with the largest circulation accorded to any paper in Hamilton or in the county.

The Henderson, Tex., *News*, weekly, is credited with the largest circulation accorded to any paper in Henderson or in Rusk County.

The Houston, Tex., *Post* is credited with the largest circulation accorded to any daily paper in Houston or in Harris County or in the First Congressional District or in the State.

The Houston, Tex., *Post*, semi-weekly, is credited with the largest circulation accorded to any paper in Houston or in Harris County or in the First Congressional District.

The Meridian, Tex., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Meridian or in Bosque County.

The Mexia, Tex., *Herald Echo*, weekly, is credited with the largest circulation accorded to any paper in Mexia or in Limestone County.

The Mount Calin, Tex., *Echo*, weekly, is credited with the largest circulation accorded to any paper in Hill County.

The Nacogdoches, Tex., *Plaindealer*, weekly, is credited with the largest circulation accorded to any paper in Nacogdoches or in the county or in the Second Congressional District.

The Pittsburg, Tex., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Pittsburg or in Camp County or in the Fourth Congressional District.

The San Antonio, Tex., *Express* is credited with the largest circulation accorded to any daily paper in San Antonio or in Bexar County or in the Twelfth Congressional District.

The Sulphur Springs, Tex., *Alliance Vindicator*, weekly, is credited with the largest circulation accorded to any paper in Sulphur Springs or in Hopkins County.

The Victoria, Tex., *Deutsche Zeitung*, weekly, is credited with the largest circulation accorded to any paper in Victoria or in the county or in the Eleventh Congressional District.

The Waco, Tex., *Texas Baptist Standard*, weekly, is credited with the largest circulation accorded to any paper in Waco or in MacLennan County.

The Waco, Tex., *Brann's Iconoclast* is credited with the largest circulation accorded to any monthly paper in Waco or in the State.

The Waxahachie, Tex., *Light*, weekly, is credited with the largest circulation accorded to any paper in Waxahachie or in Ellis County.

The Weatherford, Tex., *Democrat*, weekly, is credited with the largest circulation accorded to any paper in Weatherford or in Parker County. It has the largest circulation of any weekly paper in the Eighth Congressional District.

The Logan, Utah, *Journal*, tri-weekly, is credited with the largest circulation accorded to any paper in Logan or in Cache County.

The Ogden, Utah, *Standard*, weekly, is credited with the largest circulation accorded to any paper in Ogden or in Weber County or of any weekly paper in the State.

The Provo City, Utah, *Enquirer*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Provo City or in Utah County.

The Salt Lake City, Utah, *Deseret News*, semi-weekly, is credited with the largest circulation accorded to any paper in Salt Lake City or in the county or in the State.

The Salt Lake City, Utah, *Tribune* is credited with the largest circulation accorded to any daily paper in Salt Lake City or in the county or in the State.

The Salt Lake City, Utah, *Juvenile Instructor*, semi-monthly, is credited with the largest circulation accorded to any semi-monthly or monthly paper in Salt Lake City or in the State.

The Barton, Vt., *Monitor*, weekly, is credited with the largest circulation accorded to any paper in Orleans County.

The Bennington, Vt., *Reformer*, weekly, is credited with the largest circulation accorded to any paper in Bennington or in the county.

The Brattleboro, Vt., *Phœnix*, weekly is credited with the largest circulation accorded to any paper in Brattleboro or in Windham County or in the Second Congressional District or in the State.

The Bristol, Vt., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Addison County.

The Burlington, Vt., *Free Press*, daily, is credited with the largest circulation accorded to any paper in Burlington or in Chittenden County or in the First Congressional District or of any daily paper in the State.

The Montpelier, Vt., *Argus and Patriot*, weekly, is credited with the largest circula-

tion accorded to any paper in Montpelier or in Washington County.

The Randolph, Vt., *Herald and News*, weekly, is credited with the largest circulation accorded to any paper in Randolph or in Orange County.

The Rutland, Vt., *Herald*, daily and weekly, is credited with the largest circulation accorded to any paper in Rutland or in the county.

The St. Albans, Vt., *Messenger*, weekly, is credited with the largest circulation accorded to any paper in St. Albans or in Franklin County.

The St. Johnsbury, Vt., *Republican*, weekly, is credited with the largest circulation accorded to any paper in St. Johnsbury or in Caledonia County.

The Alexandria, Va., *Times*, daily, is credited with the largest circulation accorded to any paper in Alexandria or in the county or of any daily paper in the Eighth Congressional District.

The Clifton Forge, Va., *Review*, weekly, is credited with the largest circulation accorded to any paper in Alleghany County or in the Tenth Congressional District.

The Danville, Va., *Register* is credited with the largest circulation accorded to any daily or weekly paper in Danville or in Pittsylvania County.

The Emporia, Va., *Virginian*, weekly, is credited with the largest circulation accorded to any paper in Emporia or in Greenesville County or of any weekly in the Fourth Congressional District.

The Floyd, Va., *Press*, weekly, is credited with the largest circulation accorded to any paper in Floyd or in the county or of any weekly paper in the Fifth Congressional District.

The Irvington, Va., *Citizen*, weekly, is credited with the largest circulation accorded to any paper in Irvington or in Lancaster County or in the First Congressional District.

The Luray, Va., *Courier*, weekly, is credited with the largest circulation accorded to any paper in Luray or in Page County or in the Seventh Congressional District.

The Lynchburg, Va., *News*, daily and weekly, is credited with the largest circulation accorded to any paper in Lynchburg or in Campbell County. No paper in the Sixth Congressional District has a larger circulation.

The Manassas, Va., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Manassas or in Prince William County or in the Eighth Congressional District.

The Norfolk, Va., *Virginian*, daily, is credited with the largest circulation accorded to any paper in Norfolk or in the county or in the Second Congressional District.

The Petersburg, Va., *Index Appeal*, daily, is credited with the largest circulation accorded to any paper in Petersburg or in Dinwiddie County or any daily or weekly paper in the Fourth Congressional District.

The Richmond, Va., *Dispatch*, Sunday and weekly, are credited with the largest circulations accorded to any weekly papers in Richmond or in Henrico County or in the Third Congressional District or in the State.

The Richmond, Va., *Times* is credited with the largest circulation accorded to any daily paper in Richmond or in Henrico County, or in the Third Congressional District or in the State.

The Richmond, Va., *Bible Reader*, monthly, is credited with the largest circulation accorded to any paper in Richmond or in the State.

The Roanoke, Va., *World*, daily, is credited with the largest circulation accorded to any paper in Roanoke or in the county. No paper in the Sixth Congressional District has a larger circulation.

The South Boston, Va., *News*, weekly, is credited with the largest circulation accorded to any paper in South Boston or in Halifax County.

The Suffolk, Va., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Suffolk or in Nansemond County.

The Wytheville, Va., *Southwest Virginia Enterprise*, weekly, is credited with the largest circulation accorded to any paper in Wytheville or in Wythe County.

The Colfax, Wash., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Colfax or in Whitman County.

The Everett, Wash., *Times*, weekly, is credited with the largest circulation accorded to any paper in Everett or in Snohomish County.

The New Whatcom, Wash., *Reveille*, daily and weekly, is credited with the largest circulation accorded to any paper in New Whatcom or in Whatcom County.

The Seattle, Wash., *Post Intelligencer*, daily, is credited with the largest circulation accorded to any paper in Seattle or in King County or in the State.

The Seattle, Wash., *Times*, daily, is credited with the largest circulation accorded to any evening paper in Seattle or in King County or in the State.

The Seattle, Wash., *Washington Odd Fellow* is credited with the largest circulation accorded to any monthly paper in Seattle or in the State.

The Spokane, Wash., *Spokesman-Review*, daily, is credited with the largest circulation accorded to any paper in Spokane or in the county. But one other daily in the State has a larger circulation.

The Spokane, Wash., *Spokesman-Review*, semi-weekly, is credited with the largest circulation accorded to any semi-weekly or weekly paper in Spokane or in the State.

The Tacoma, Wash., *Ledger*, daily and Sunday, is credited with the largest circulation accorded to any paper in Tacoma or in Pierce County.

The Walla Walla, Wash., *Statesman*, weekly, is credited with the largest circulation accorded to any paper in Walla Walla or in the county.

The Charleston, W. Va., *Mail*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Charleston or in Kanawha County or in the Third Congressional District.

The Huntington, W. Va., *Baptist Banner*, weekly, is credited with the largest circulation accorded to any paper in Huntington or in Cabell County.

The Kingwood, W. Va., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Kingwood or in Preston County.

The Parkersburg, W. Va., *Sentinel*, daily, is credited with the largest circulation accorded to any paper in Parkersburg or in Wood County.

The Piedmont, W. Va., *Independent* is credited with the largest circulation accorded to any weekly paper in Piedmont or in Mineral County.

The Shepherdstown, W. Va., *Register*, weekly, is credited with the largest circulation accorded to any paper in Jefferson County.

The Sistersville, W. Va., *Oil Review*, weekly, is credited with the largest circulation accorded to any paper in Sistersville or in Tyler County.

The Weston, W. Va., *State Times*, weekly, is credited with the largest circulation accorded to any paper in Weston or in Lewis County.

The Wheeling, W. Va., *News*, daily, is credited with the largest circulation accorded to any daily or weekly paper in Wheeling or in Ohio County or in the First Congressional District or in the State.

The Wheeling, W. Va., *Ohio Valley Farmer* is credited with the largest circulation accorded to any monthly paper in Wheeling or in the State.

The Appleton, Wis., *Das Montags Blatt*,

weekly, is credited with the largest circulation accorded to any paper in Appleton or in Outagamie County or in the Eighth Congressional District.

The Ashland, Wis., *Press*, daily, is credited with the largest circulation accorded to any paper in Ashland or in the county.

The Baraboo, Wis., *News*, weekly, is credited with the largest circulation accorded to any paper in Baraboo or in Sauk County.

The Darlington, Wis., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Darlington or in Lafayette County.

The Dodgeville, Wis., *Chronicle* is credited with the largest circulation accorded to any weekly paper in Dodgeville or in Iowa County.

The Durand, Wis., *Entering Wedge*, weekly, is credited with the largest circulation accorded to any paper in Durand or in Pepin County.

The Eau Claire, Wis., *Leader* is credited with the largest circulation accorded to any daily paper in Eau Claire or in the county.

The Eau Claire, Wis., *Reform*, weekly, is credited with the largest circulation accorded to any paper in Eau Claire or in the county.

The Fort Atkinson, Wis., *Hoard's Dairyman*, weekly, is credited with the largest circulation accorded to any paper in Fort Atkinson or in Jefferson County or in the Second Congressional District.

The Fountain City, Wis., *Republikaner*, weekly, is credited with the largest circulation accorded to any paper in Fountain City or in Buffalo County.

The Janesville, Wis., *Gazette*, daily and weekly, is credited with the largest circulation accorded to any paper in Janesville or in Rock County. Its daily has the largest circulation accorded to any daily paper in the First Congressional District.

The Kenosha, Wis., *Telegraph-Courier*, weekly, is credited with the largest circulation accorded to any paper in Kenosha or in the county.

The Kewaunee, Wis., *Enterprise*, weekly, is credited with the largest circulation accorded to any paper in Kewaunee or in the county.

The La Crosse, Wis., *Press* is credited with the largest circulation accorded to any daily paper in La Crosse or in the county.

The La Crosse, Wis., *Boycott's News Budget*, weekly, is credited with the largest circulation accorded to any paper in La Crosse or in the county.

The Lancaster, Wis., *Teller*, weekly, is credited with the largest circulation accorded to any paper in Lancaster or in Grant County.

The Manitowoc, Wis., *Der Nord Westen*, weekly, is credited with the largest circulation accorded to any paper in Manitowoc or in the county.

The Marinette, Wis., *Eagle*, daily and weekly, is credited with the largest circulation accorded to any paper in Marinette or in the county.

The Mayville, Wis., *Pioneer*, weekly, is credited with the largest circulation accorded to any paper in Mayville or in Dodge County.

The Menominee, Wis., *News*, weekly, is credited with the largest circulation accorded to any paper in Menominee or in Dunn County.

The Merrill, Wis., *Anzeiger*, weekly, is credited with the largest circulation accorded to any paper in Merrill or in Lincoln County or in the Ninth Congressional District.

The Milwaukee, Wis., *Evening Wisconsin* is credited with the largest circulation accorded to any daily paper in Milwaukee or in the county or in the Fourth or Fifth Congressional Districts or in the State.

No paper has a larger circulation in Milwaukee or in the county or in the Fourth and Fifth Congressional Districts or in the State than that accorded to the *Germania*, a weekly, published at Milwaukee, Wis.

The Milwaukee, Wis., *Sentinel*, daily, is credited with the largest circulation accorded to any morning paper in Milwaukee or in the county or in the Fourth and Fifth Congressional Districts or in the State.

No paper in Milwaukee or in the county or in the Fourth and Fifth Congressional Districts or in the State has a larger circulation than is accorded to *Der Haus und Bauern Freund*, a weekly, published at Milwaukee.

The Milwaukee, Wis., *American School Board Journal* is credited with the largest circulation accorded to any monthly paper in Milwaukee or in the State.

The Monroe, Wis., *County Journal*, weekly, is credited with the largest circulation accorded to any paper in Monroe or in Green County.

The Oshkosh, Wis., *Northwestern*, daily, is credited with the largest circulation accorded to any paper in Oshkosh or in Winnebago County or in the Sixth Congressional District.

The Port Washington, Wis., *Zeitung*, weekly, is credited with the largest circulation accorded to any paper in Port Washington or in Ozaukee County.

The Prairie du Chien, Wis., *Union*, weekly, is credited with the largest circulation accorded to any paper in Prairie du Chien or in Crawford County.

The Racine, Wis., *Wisconsin Agriculturist*, weekly, is credited with the largest circulation accorded to any paper in Racine or in the county or in the First Congressional District.

The Richland Center, Wis., *Rustic*, weekly, is credited with the largest circulation accorded to any paper in Richland Center or in the county.

The Ripon, Wis., *Commonwealth*, weekly, is credited with the largest circulation accorded to any paper in Ripon or in Fond du Lac County.

The Sheboygan, Wis., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Sheboygan or in the county.

The Stevens Point, Wis., *Rolnik*, weekly, is credited with the largest circulation accorded to any paper in Stevens Point or in Portage County.

The Viroqua, Wis., *Censor*, weekly, is credited with the largest circulation accorded to any paper in Viroqua or in Vernon County or in the Third Congressional District.

The Waukesha, Wis., *Freeman*, weekly, is credited with the largest circulation accorded to any paper in Waukesha or in the county.

The Waupaca, Wis., *Post*, weekly, is credited with the largest circulation accorded to any paper in Waupaca or in the county.

The West Superior, Wis., *Evening Telegram*, daily, is credited with the largest circulation accorded to any paper in West Superior or in Douglas County or in the Tenth Congressional District.

The West Superior, Wis., *Citizen* is credited with the largest circulation accorded to any weekly paper in West Superior or in Douglas County or in the Tenth Congressional District.

The Whitewater, Wis., *Register*, weekly, is credited with the largest circulation accorded to any paper in Whitewater or in Walworth County.

The Lander, Wyo., *Clipper*, weekly, is credited with the largest circulation accorded to any paper in Lander or in Fremont County. It is one of only two papers in the Territory making a report in figures, viz.: 1,170.

The Laramie, Wyo., *Republican*, weekly, is credited with the largest circulation accorded to any paper in Laramie or in Albany County or in the Territory.

The Vancouver, B. C., *World*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Vancouver or in British Columbia.

The Victoria, B. C., *Colonist* is credited with the largest circulation accorded to any daily paper in Victoria or in Victoria District.

The Victoria, B. C., *The Province* is credited with the largest circulation accorded to any weekly paper in Victoria or in Victoria District.

The Brandon, Man., *Times* is credited with the largest circulation accorded to any weekly paper in Brandon or in Selkirk District.

The Winnipeg, Man., *Free Press*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Winnipeg or in the district or in Manitoba.

The Winnipeg, Man., *Nor'-West Farmer* is credited with the largest circulation accorded to any monthly paper in Winnipeg or in Manitoba.

The Chatham, N. B., *World*, weekly, is credited with the largest circulation accorded to any paper in Chatham or in Northumberland County.

The Fredericton, N. B., *Religious Intelligencer*, weekly, is credited with the largest circulation accorded to any paper in Fredericton or in York County.

The St. John, N. B., *Globe* is credited with the largest circulation accorded to any daily paper in St. John or in the county or in the Province.

The St. John, N. B., *Sun*, weekly, is credited with the largest circulation accorded to any paper in St. John or in the county or in the Province.

The St. Stephen, N. B., *St. Croix Courier*, weekly, is credited with the largest circulation accorded to any paper in Charlotte County.

The Regina, N. W. Ty., *Leader*, weekly, is credited with the largest circulation accorded to any paper in the Northwest Territories, and there are 18 of them.

The Berwick, N. S., *Register*, weekly, is credited with the largest circulation accorded to any paper in Kings County.

The Halifax, N. S., *Presbyterian Witness* is credited with the largest circulation accorded to any weekly paper in Halifax or in the county.

The North Sydney, N. S., *Herald*, weekly, is credited with the largest circulation according to any paper in Cape Breton County.

The Almonte, Ont., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Almonte or in Lanark County.

The Belleville, Ont., *Sun*, weekly, is credited with the largest circulation accorded to any paper in Belleville or in Hastings County.

The Berlin, Ont., *Deutsche Zeitung*, weekly, is credited with the largest circulation accorded to any paper in Berlin or in Waterloo County.

The Brantford, Ont., *Expositor*, daily and weekly, is credited with the largest circulation accorded to any paper in Brantford or in Brant County.

The Brockville, Ont., *Times*, daily and semi-weekly, is credited with the largest circulation accorded to any paper in Brockville or in the county.

The Chatham, Ont., *Planet* is credited with the largest circulation accorded to any daily paper in Chatham or in Kent County.

The Cornwall, Ont., *Standard*, weekly, is credited with the largest circulation accorded to any paper in Cornwall or in Cornwall and Stormont Counties.

The Glencoe, Ont., *Transcript*, weekly, is credited with the largest circulation accorded to any paper in Glencoe or in Middlesex County.

The Hamilton, Ont., *International Royal Templar* is credited with the largest circulation accorded to any monthly paper in Hamilton or in Ontario.

The Kincardine, Ont., *Reporter*, weekly, is credited with the largest circulation accorded to any paper in Kincardine or in Bruce County.

The Kingston, Ont., *British Whig* is credited with the largest circulation accorded to any daily paper in Kingston or in the county.

The Kingston, Ont., *British Whig*, weekly, is credited with the largest circulation accorded to any paper in Kingston or in the county.

The London, Ont., *Free Press* is credited with the largest circulation accorded to any daily paper in London or in the county.

The London, Ont., *Farmers' Advocate*, semi-monthly, is credited with the largest circulation accorded to any paper in London or in the county.

The Orangeville, Ont., *Dufferin Post*, weekly, is credited with the largest circulation accorded to any paper in Orangeville or in Wellington County.

The Orillia, Ont., *News Letter* is credited with the largest circulation accorded to any weekly paper in Orillia or in Simcoe County.

The Ottawa, Ont., *Journal*, daily, is credited with the largest circulation accorded to any paper in Ottawa or in the county.

The Owen Sound, Ont., *Times* is credited with the largest circulation accorded to any weekly paper in Owen Sound or in Grey County.

The Pembroke, Ont., *Observer*, weekly, is credited with the largest circulation accorded to any paper in Pembroke or in Renfew County.

The Peterborough, Ont., *Examiner*, daily and weekly, is credited with the largest circulation accorded to any paper in Peterborough or in the county.

The St. Thomas, Ont., *Journal*, daily and weekly, is credited with the largest circulation accorded to any paper in St. Thomas or in Elgin County.

The Sarnia, Ont., *Observer*, weekly, is credited with the largest circulation accorded to any paper in Sarnia or in Lambton County.

The Seaforth, Ont., *Expositor*, weekly, is credited with the largest circulation accorded to any paper in Seaforth or in Huron County.

The Stratford, Ont., *Herald*, weekly, is credited with the largest circulation accorded to any paper in Stratford or in Perth County.

The Toronto, Ont., *Evening News*, daily, is credited with the largest circulation accorded to any paper in Toronto or in the county or in the Province.

The Toronto, Ont., *World* is credited with the largest circulation accorded to any morning paper in Toronto or in the county or in the Province.

The Toronto, Ont., *Christian Guardian* is credited with the largest circulation accorded to any weekly paper in Toronto or in the Province.

The Toronto Junction, Ont., *Leader and Recorder*, weekly, is credited with the largest circulation accorded to any paper in York County.

The Welland, Ont., *Tribune*, weekly, is credited with the largest circulation accorded to any paper in Welland or in the county.

The Whitby, Ont., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Whitby or in Ontario County.

The Woodstock, Ont., *Sentinel Review*, daily and weekly, is credited with the largest circulation accorded to any paper in Woodstock or in Oxford County.

The Montreal, Que., *La Presse* is credited with the largest circulation accorded to any daily paper in Montreal or in the county or in the Province or in Canada.

The Montreal, Que., *Star* is credited with the largest circulation accorded to any English daily paper in Montreal or in the county or in the Province or in Canada.

The Montreal, Que., *Star*, weekly, is credited with the largest circulation accorded to any paper in Montreal or in Quebec or in Canada.

The Montreal, Que., *Le Journal D'Agriculture* is credited with the largest circulation

accorded to any monthly paper in Montreal or in the Province.

The Quebec, Que., *L'Evenement*, daily, is credited with the largest circulation accorded to any paper in Quebec or in the county.

The Richmond, Que., *Times*, weekly, is credited with the largest circulation accorded to any paper in Richmond or in the county.

The Rock Island, Que., *Journal*, weekly, is credited with the largest circulation accorded to any paper in Rock Island or in Stanstead County.

The St. Hyacinthe, Que., *Le Courrier*, weekly, is credited with the largest circulation accorded to any paper in St. Hyacinthe or in the county.

The St. Johns, Que., *News*, weekly, is credited with the largest circulation accorded to any paper in St. Hyacinthe or in the county.

The Sherbrooke, Que., *Gazette*, weekly, is credited with the largest circulation accorded to any paper in Sherbrooke or in the county.

The Waterloo, Que., *Advertiser*, weekly, is credited with the largest circulation accorded to any paper in Waterloo or in Shefford County.

The St. Johns, N'f'd., *Evening Telegram*, daily, is credited with the largest circulation accorded to any paper in St. Johns or in Newfoundland.

TYPEWRITING.

A typewriter who writes accurately from dictation at the rate of forty words a minute for an hour is a good operator. One who writes fifty words a minute for the same time is better. One who writes sixty words a minute is excellent. One able to average seventy words, spelled and capitalized correctly, is an expert. One capable of writing eighty words under those conditions, is professionally classified as a "lullah." One sufficiently skillful to strike off ninety words, following those requirements, is a "lullah XXX"; and one able to average one hundred words is a star operator of the first quality, and there are at least three typewriters in this city who can make a "century run" of that sort in an hour.

A typewriter's ability to write from dictation depends largely upon the matter that is dictated and upon the dictator. For example, an expert operator might be confronted with terms which are long and unfamiliar to him, and he might be handicapped to the extent of twenty words a minute by a jerky or indistinct reader. A comparatively small number of typewriters are adapted, mentally and physically, for very rapid work, and not one in fifty, as operators go, is able to average sixty words a minute from unfamiliar matter. By this is meant 3,600 words, properly spelled, in one hour. Forty words a minute is probably not far from the average rate of speed in this city. When an operator produces copy containing words that are misspelled or jumbled, he isn't a typewriter; he's a "plug."

The typewriter who maintains a speed of forty words per minute for five hours a day usually earns his pay.—*N. Y. Sun.*

AT TIMES.

There never was an advertising manager, I care not how capable or experienced, who has not at times wasted his employer's money in some form of publicity from which the returns were not commensurate with the expenditure. No one of us knows it all. No matter how shrewd a buyer or how excellent a judge of values an advertising manager may be, his judgment is not always justified by the returns.—*Advertising Experience.*

OLD ENGLISH PAPERS.

The oldest English newspaper is the *London Gazette*, which was, on its first publication on November 14, 1665, known as the *Oxford Gazette* from the fact of the Parliament sitting at Oxford. This name was changed on February 5, 1666, to the present one. But though the *London Gazette* contains some items of much interest to certain people, such as those who have received "honors" at the hands of royalty, or those whose bankruptcies are announced, it is not a newspaper in the usual sense of the term—that is, as being read generally by the public.

The honor of being the oldest newspaper of this class in the British Isles, and hence probably in the world, may be unhesitatingly awarded, says *Answers*, to Berrow's *Worcester Journal*, which made its appearance in 1690, ten years before the beginning of the eighteenth century. It has always had a wide circulation among the higher classes of its district, and is to-day as vigorous as ever. But when it first came out it was not under its present name, and this factor is of importance in considering its claim to the premier honors of the journalistic world.

Perhaps the palm of being the doyen of English journals ought to be awarded the *Lincoln, Rutland and Stamford Mercury*, still published weekly at Stamford. This paper has now, as ever, a truly great circulation, and an enormous influence in the Eastern Midland District. Its title is exactly the same to-day as it was on the day it was first published—one hundred and seventy-four years ago. Hence this important factor should almost assign to it the first place among extant newspapers. There is in the Leicester Museum a copy of the 1719 issue, consisting of four pages demy quarto, its style that of the old newsletter. In July, 1855, its circulation had become 14,000 a week, the highest at that time of any paper out of London. Its price was then twopence, but is now a penny, with a circulation of 25,000 weekly. Thomas Cooper, the famous Chartist poet, was on its staff in his younger days. The political complexion of this celebrated paper is liberal.—*Fourth Estate.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d., 8,000 S., 9,000 w. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895. Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

YOUNGSTOWN, O., Sunday NEWS; established 15 years; 2 cents a copy; sworn circ'n 4,220 copies. Reaches the best homes. Rates 20c. inch. Write C. M. SHAFFER & CO., Youngstown, O.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

THE "P-I."

SEATTLE POST-INTELLIGENCER. Largest circulation in the State.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

CANADA.

$28 FOR 1 inch, 1. A. W., for 3 mos. in 32 best papers in Quebec Prov., excluding Montreal. E. DESBARATS AD AGCY, Montreal.

Displayed Advertisements.

Must be handed in one week in advance.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.

Walter C. Swart

Advertising Agent....

Placing advertisements for insurance companies and agents a specialty.

Any advertisement placed anywhere, any time, for reliable people.

P. O. Box 830

128 Wall Street

Schenectady, N.Y.

Post-Office Statements.

They give Campbell's Soil Culture and Farm Journal over 10,000 circulation. Since February 1, 1897, we have the documents for not lower than 10,000. They show as high as 10,777, lowest 10,000.

Our sworn circulation in the American Newspaper Directory for 1896 is 2,529. The paper at that time was known as Western Soil Culture. It was under a different management, and claimed 15,000. We changed the name and figured the honest, actual circulation from the printer's statements.

Campbell's Soil Culture is edited by the great agricultural authority of the west, H. W. Campbell, originator of the Campbell Method. It teaches the farmers of the Northwest how to raise crops in spite of drought. ITS SPECIALTY MAKES ITS SPACE VALUABLE.

Mr. Campbell has supervision of over 40 experimental farms under his method in the Dakotas, Nebraska and Kansas this season.

Semi-monthly; subscription, $1.00 per year.

PUBLISHED BY THE

CAMPBELL PUBLISHING CO.,

Sioux City, Iowa.

10 Cents a Copy. $1.00 a Year.

GODEY'S MAGAZINE.

The **August** issue, now on sale, is the second number of **Volume 135** of this famous magazine—the oldest in America.

GODEY'S has been published monthly for **67 years.**

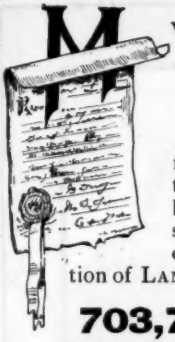
GODEY'S reaches the best class of women readers in America—those who have money with which to purchase.

Circulation—one million a year.

Send for rate card.

THE GODEY COMPANY,

52 Lafayette Place, New York.



MY

Published Affidavits

Show that from January to June, 1897, both inclusive, the average circulation of LANE'S LIST was

703,792

COPIES A MONTH.

The rate is $3.00 a line. You can have a cash-with-copy trial in August for $2.40 net a line. Try it and get an idea of these winners.

WALTER D. STINSON,
AUGUSTA, - - MAINE.

A larger paid circulation than all the other Albany dailies combined.

The Times-Union

ALBANY, N. Y.

John H. Farrell,
EDITOR AND PROPRIETOR.

Prints all the news promptly, accurately and in a manner to make it welcome to all the people.

Make . . .
Advertising
Pay . . . .

THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896 to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches 15,035 families must pay advertisers.

Volume XI. *Number 12.*

Constant in its influence.
Unceasing in its efforts

Special Advertising

OF PARTICULAR THINGS BRINGS SPECIAL PRIVILEGES

in Select Mediums

— The Mason
His Family

identify yourself with

The American Tyler

The Largest General Circulation of any Masonic Magazine in the World.

DETROIT, MICH. *CHICAGO, ILL.*
LONDON, ENG.

For Summer Advertising, The

BROOKLYN "L"

Beats 'em all.

It is the only L road that runs through cars with advertising in them to Coney Island. It also covers over three-quarters of Brooklyn, and has the best appearing advertising on any L road anywhere.

SEND FOR FOLDER.

Geo. Kissam & Co.

253 Broadway, ~ New York.

35 Sands St., Brooklyn.



"I am here on my feet steady for twelve hours every day and only get a chance to sit down to a meal once a day. The rest of the time I eat by fits and starts and, of course, I do considerable drinking in a day, consequently my stomach used to be out of order most of the time and I would have a bad taste in my mouth every morning. I was telling this to a traveling man one night and he advised me to try Ripans Tabules. I did so and they are simply great. I use them regularly every night, and my stomach doesn't bother me at all now. I keep them here, too, under the bar, and many's the young fellow I've made swallow one as he was leaving here for home pretty late and pretty full. One taken then is certain to stave off the headache that you know is likely to come under such circumstances next morning."

A new style packet containing TEN RIPANS TABULES in a paper carton (without glass) is now for sale at some drug stores—FOR FIVE CENTS. This low-priced sort is intended for the poor and the economical. One dozen of the five-cent cartons (120 tabules) can be had by mail by sending forty-eight cents to the RIPANS CHEMICAL COMPANY, No. 10 Spruce Street, New York—or a single carton (TEN TABULES) will be sent for five cents.



There Can Be No Doubt About It!

That the Advertising In the . . . .

Brooklyn "L"

Cars is unapproachable. There is nothing to equal it. It gives the greatest display and most satisfactory results. . . . . .

For Folder, Rates, etc., address

Geo. Kissam & Co.

35 Sands St., Brooklyn. *253 Broadway, N. Y.*

Cincinnati's Street Cars

All ...
ELECTRIC
and ...
CABLE

are among the finest in America, particularly the new box cars.

The advertising in them is one of the city's features.

Your card

should be there if you want to reach every resident of the city daily when they have ample time to read and remember your announcement.

Geo. Kissam & Co.

control all lines.

Perin Building, 5th and Race Streets,
Cincinnati, Ohio.

Postal Telegraph Building, 253 Broadway,
New York.

The Daily Papers

are increasing in circulation, they are the favorite mediums, they go everywhere, overlapping the local weeklies and giving prompter returns.

This is a good time to use them for special advertising of the bargain sales sort to bring in the nimble pennies. The harvests are ripe and abundant, money will circulate freely and you have something which you ought to sell now.

Let us prepare a neat advertisement for you and place it in papers of the right sort, where it will do you the most good and do it quickly.

The Geo. P. Rowell Advertising Co.

10 Spruce Street, New York